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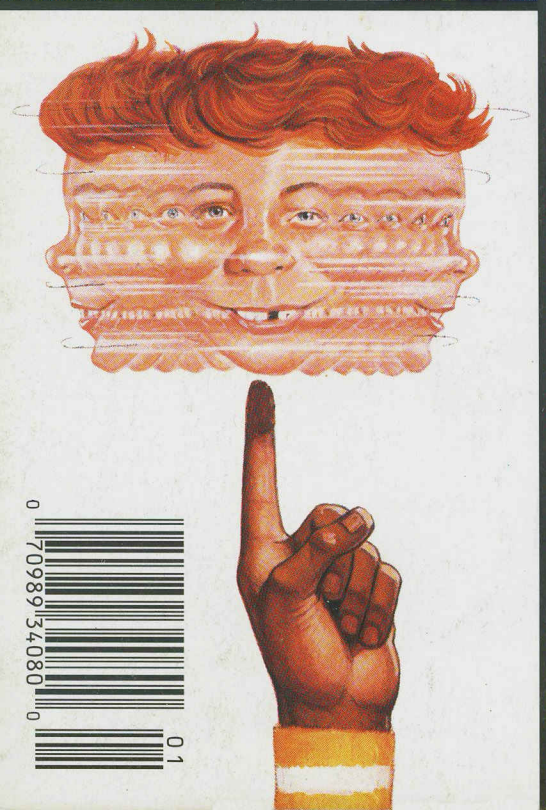

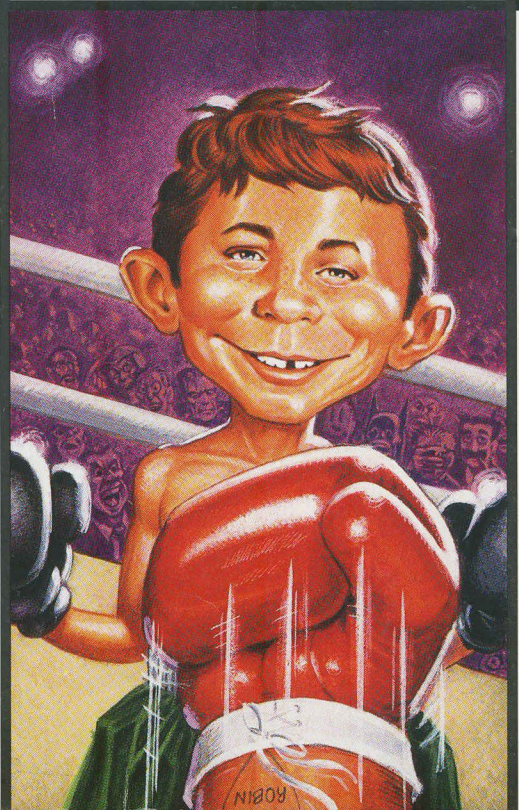

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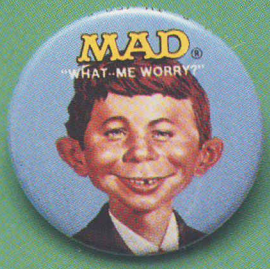

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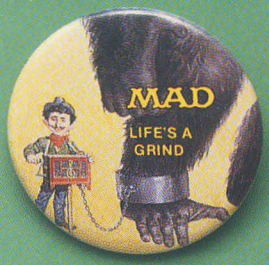

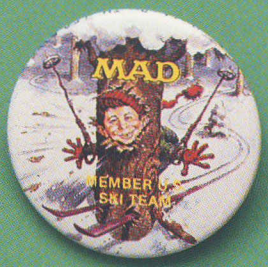

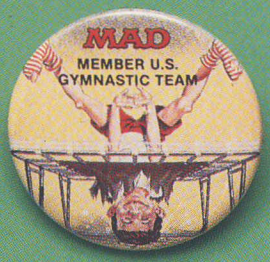

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MAD SPORTS 2

SUPER SPECIAL

NUMBER 70

SPRING 1990

WILLIAM M. GAINES *publisher*

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DICK DE BARTOLO *creative consultant*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

FRONT COVER ARTIST: GREG THEAKSTON

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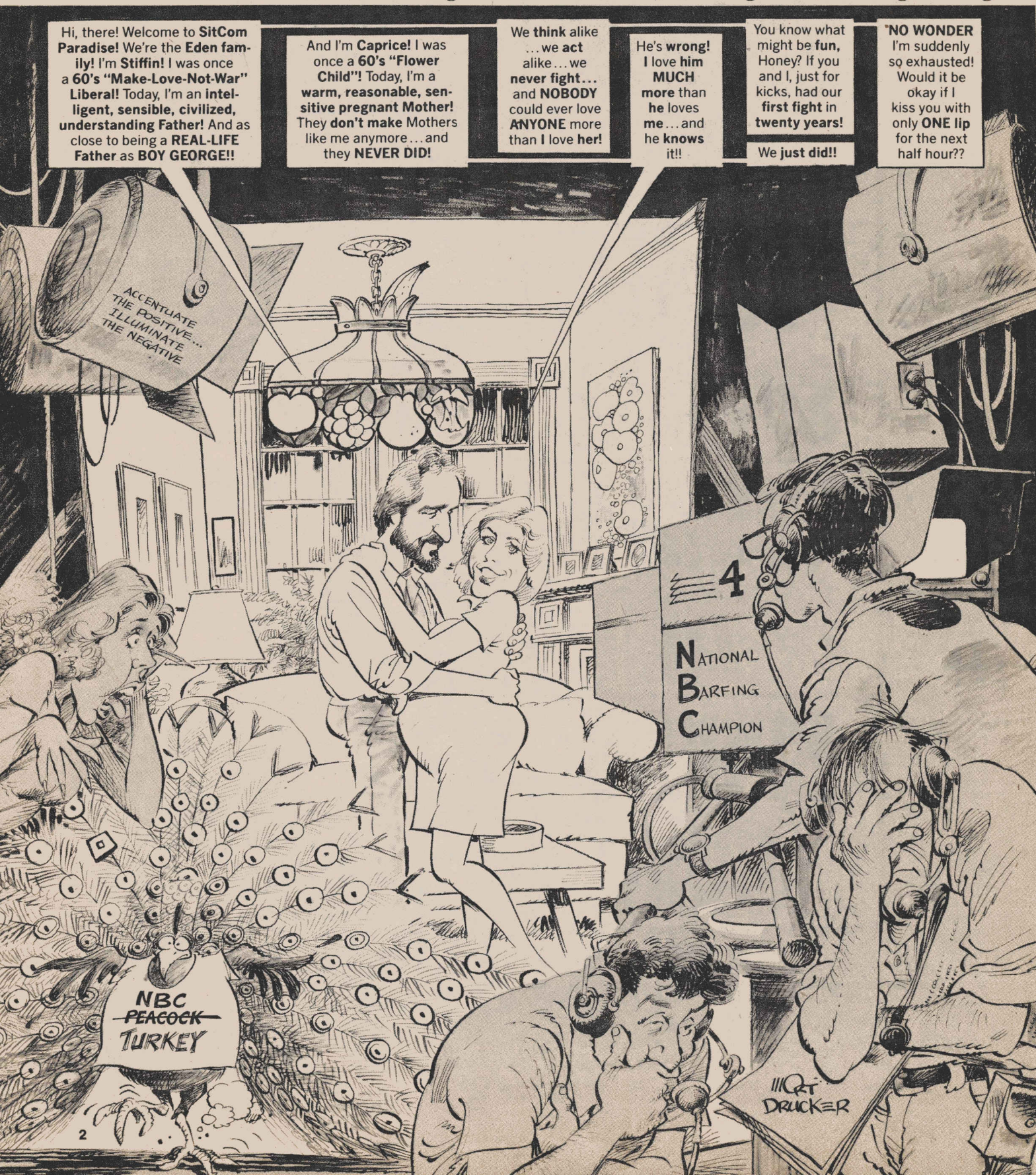
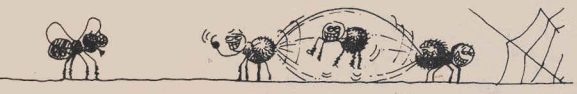
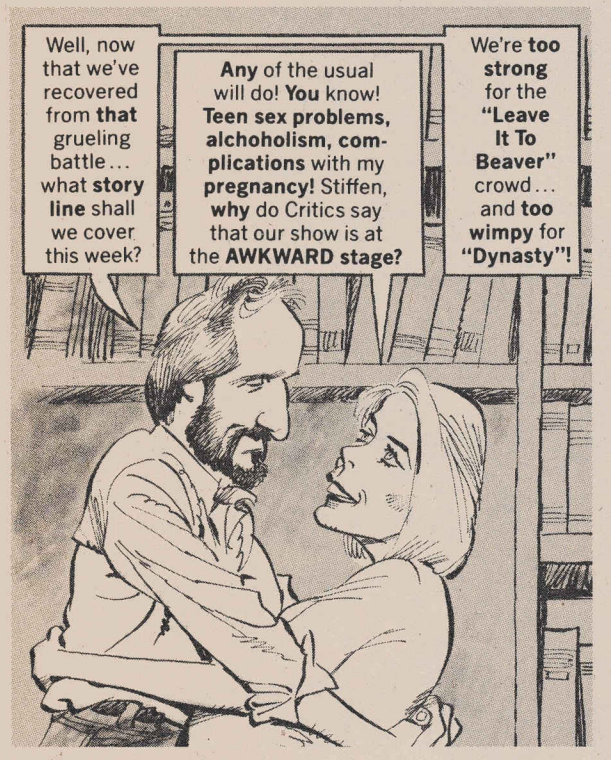
GENERATION PAP DEPT.

Throughout TV History, one of the most popular words in series' titles has been "Family." We've laughed, cried and cheered at shows like "All In The Family" and "Family Affair" and "Family Tree" and just plain "Family." Now, let's throw up over this latest one... as we get a little seasick, bobbing and weaving through:

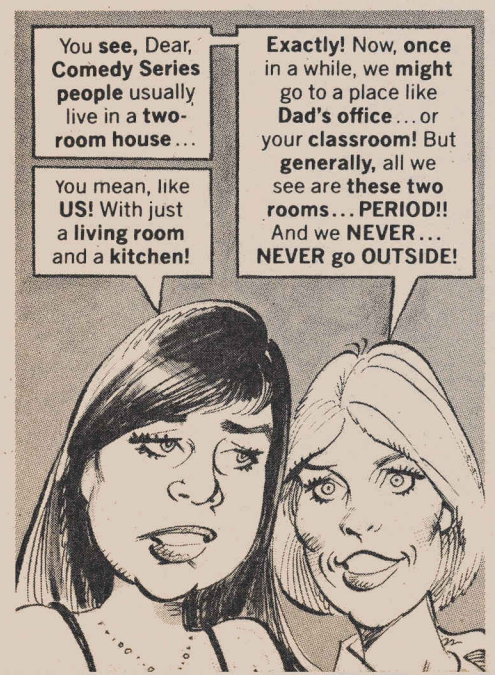


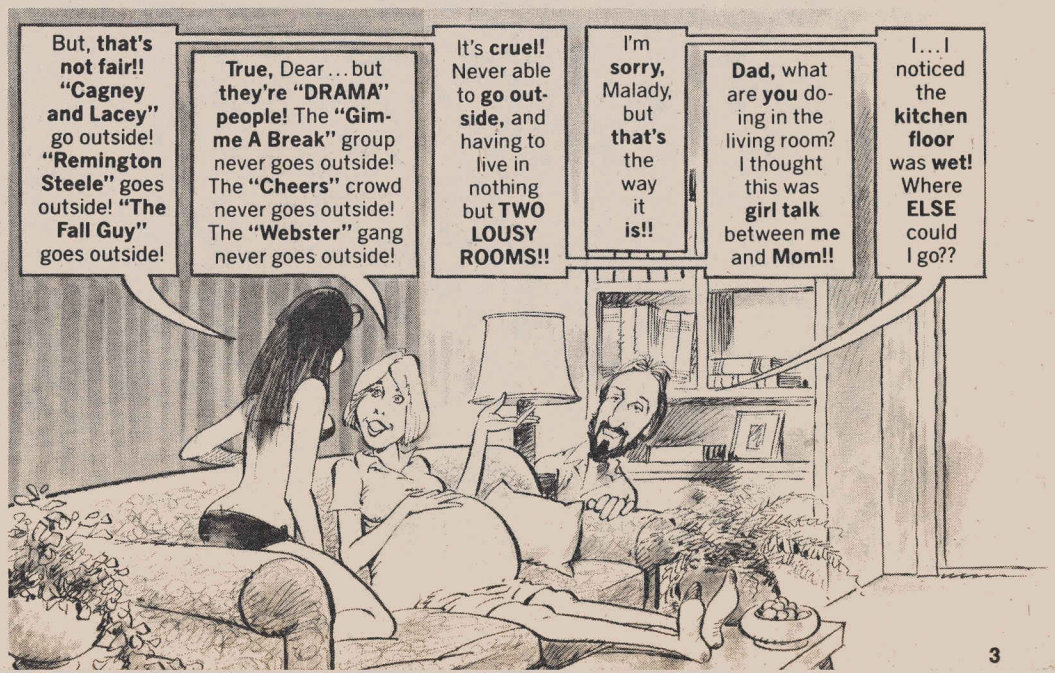
Family Tides





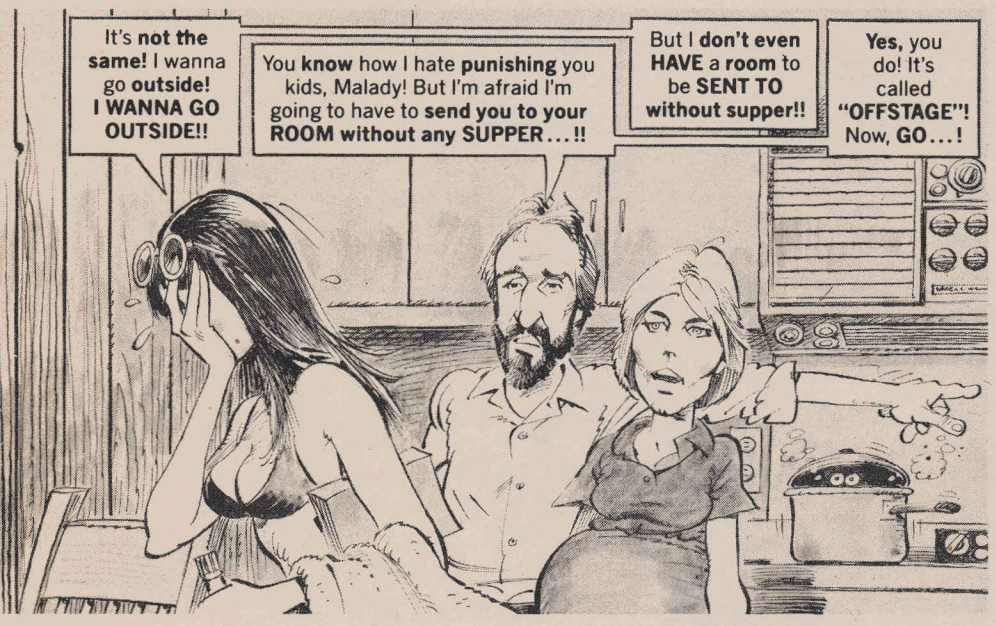
ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL



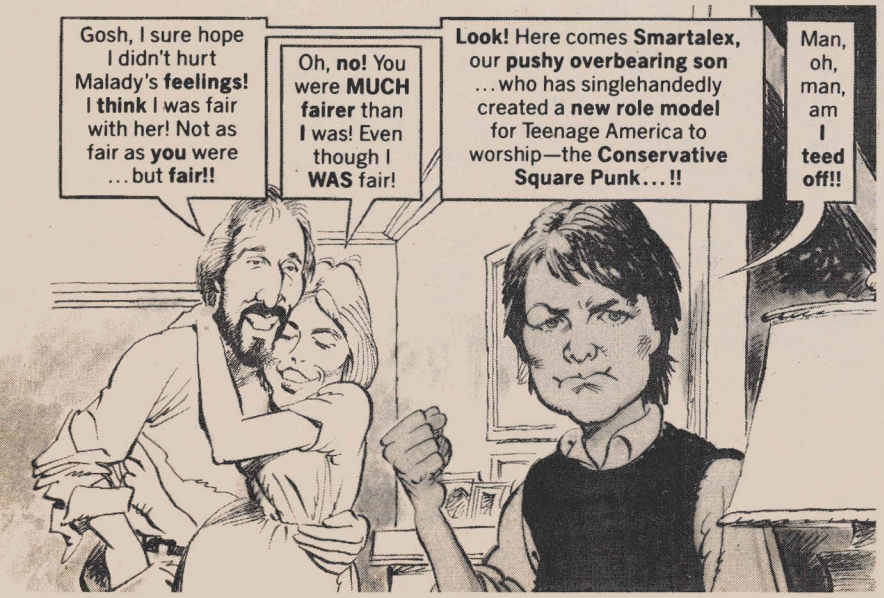


Come, Malady... I believe I can solve your problems...!

See...?With a dry floor and a 300-watt bulb, it's almost the same as Malibu!!
Right! And if you miss the mountains, we can clear off the top of the refrigerator!

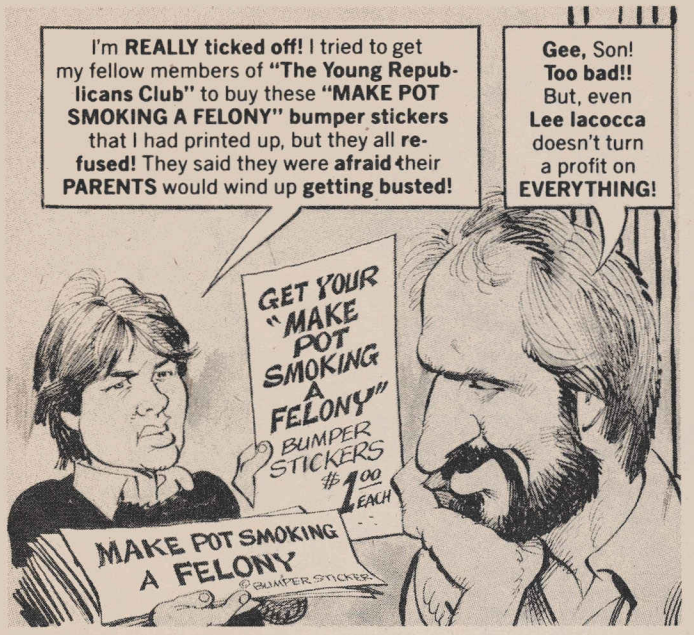

It's not the same! I wanna go outside! I WANNA GO OUTSIDE!!
You know how I hate punishing you kids, Malady! But I'm afraid I'm going to have to send you to your ROOM without any SUPPER...!!
But I don't even HAVE a room to be SENT TO without supper!!
Yes, you do! It's called "OFFSTAGE"! Now, GO...!

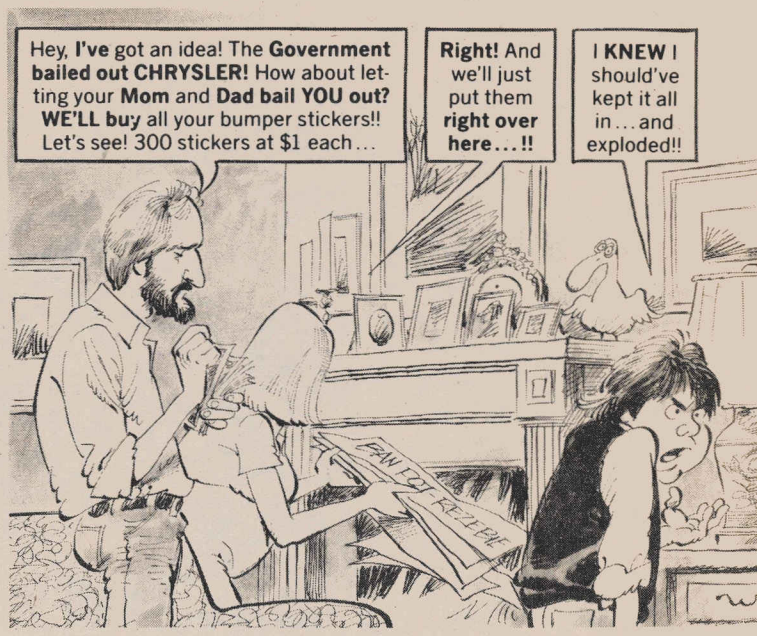
These kids nowadays —chuckle, chuckle— they want the moon! Next thing you know, she'll be asking for a BATHROOM!!
Don't laugh, Stiffen! I hear they may install one on the "Newhart" show! No TOILET BOWL, of course... but a bathroom just the same!

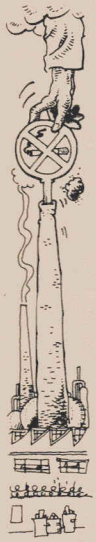

Gosh, I sure hope I didn't hurt Malady's feelings! I think I was fair with her! Not as fair as you were ...but fair!!
Oh, no! You were MUCH fairer than I was! Even though I WAS fair!
Look! Here comes Smartalex, our pushy overbearing son ...who has singlehandedly created a new role model for Teenage America to worship—the Conservative Square Punk...!!
Man, oh, man, am I teed off!!

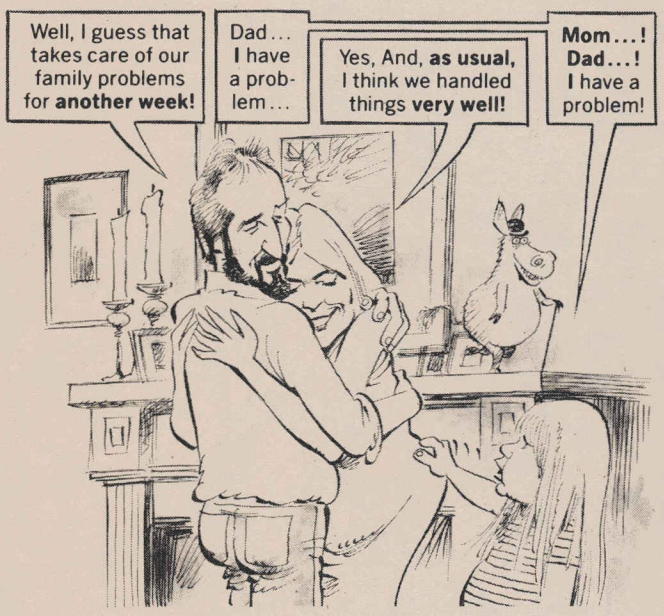
Do you want to talk about it, Son?
I'm sick and tired of talking out my problems with my understanding parents! Is it okay if, just once, I keep it all inside me... and then EXPLODE?!?
Okay...! But do you want to talk about WHY you want to keep it all inside you... and then explode??
Stop! I'll talk! I'LL TALK...!!

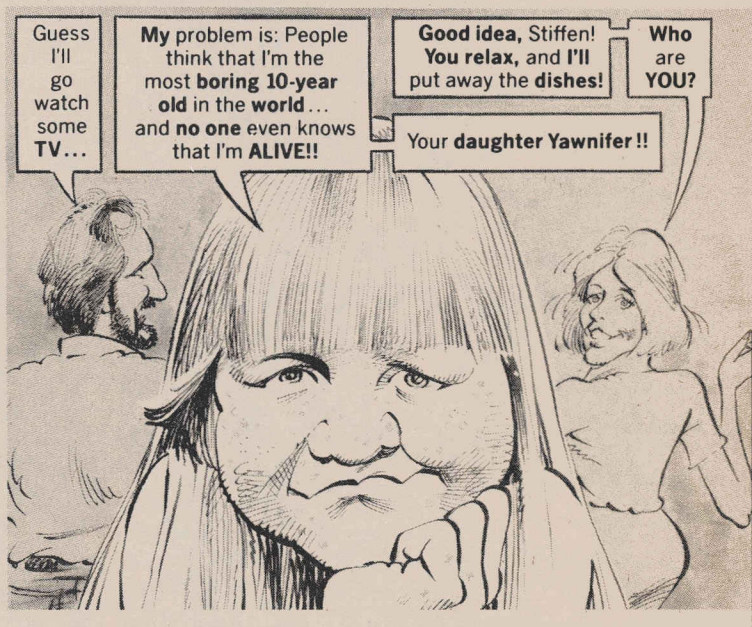
RODEO

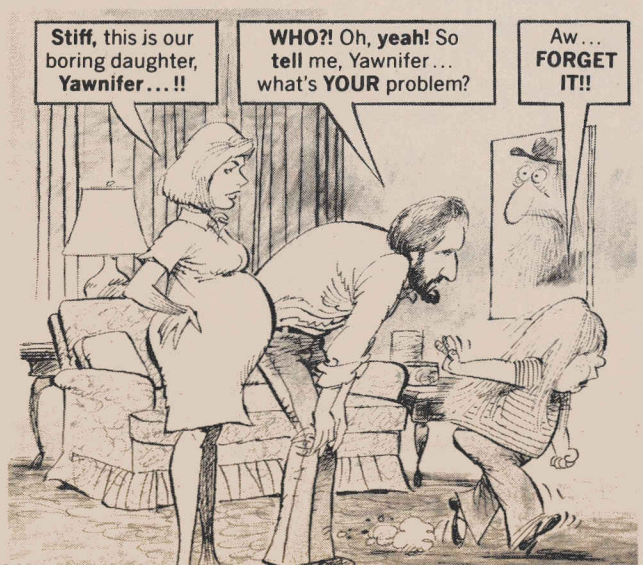

I'm **REALLY ticked off!** I tried to get my fellow members of **"The Young Republicans Club"** to buy these **"MAKE POT SMOKING A FELONY" bumper stickers** that I had printed up, but they all **refused!** They said they were **afraid** their **PARENTS** would wind up **getting busted!**
Gee, Son! **Too bad!!** But, even **Lee Iacocca** doesn't turn a profit on **EVERYTHING!**
GET YOUR "MAKE POT SMOKING A FELONY" BUMPER STICKERS $1.00 EACH
MAKE POT SMOKING A FELONY
© BUMPER STICKER

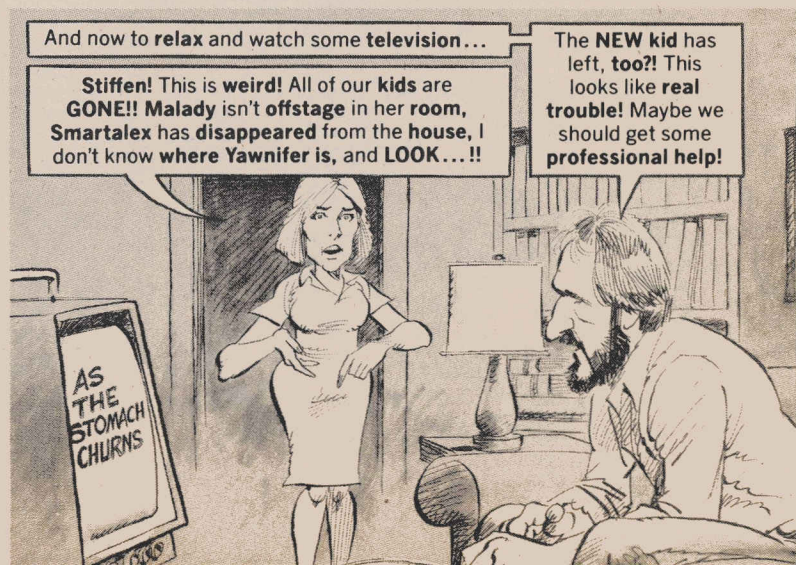

Hey, **I've** got an idea! The **Government bailed out CHRYSLER!** How about letting your **Mom** and **Dad bail YOU out? WE'LL buy** all your bumper stickers!! Let's see! 300 stickers at $1 each...
Right! And we'll just put them **right over here...!!**
I **KNEW** I should've kept it all in... and exploded!!



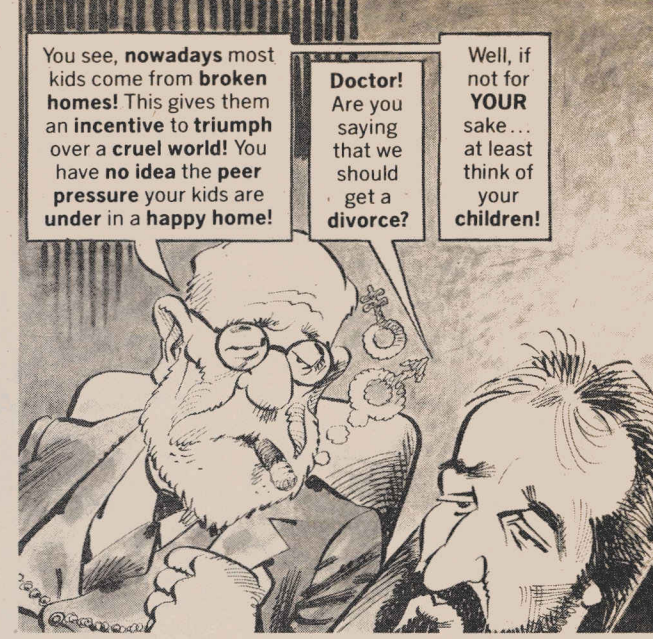

Well, I guess that takes care of our family problems for **another week!**
Dad... **I** have a problem...
Yes, And, **as usual,** I think we handled things **very well!**
Mom...! Dad...! I have a problem!

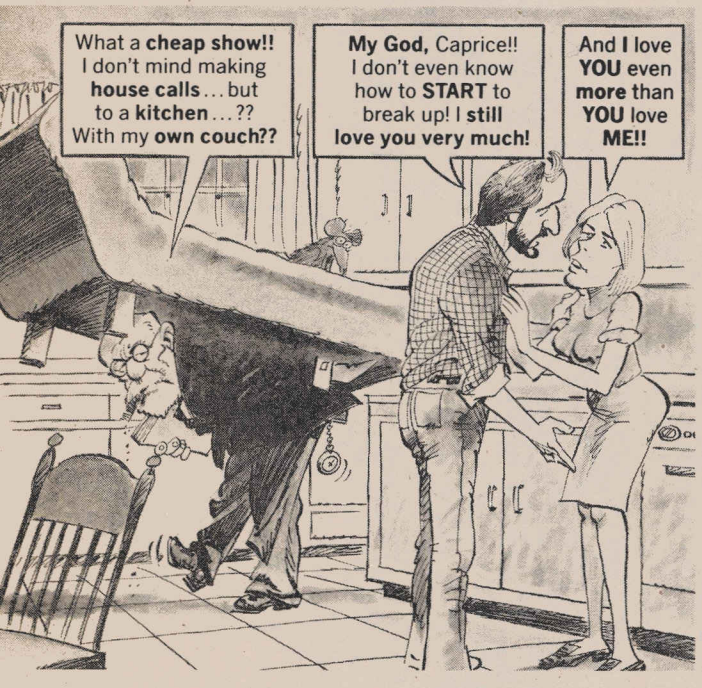

Guess I'll go watch some **TV...**
My problem is: People think that I'm the most **boring 10-year old** in the **world**... and **no one** even knows that I'm **ALIVE!!**
Good idea, Stiffen! **You relax,** and **I'll** put away the **dishes!**
Who are **YOU?**
Your **daughter Yawnifer!!**


Stiff, this is our boring daughter, **Yawnifer...!!**
WHO?! Oh, **yeah!** So **tell** me, Yawnifer... what's **YOUR** problem?
Aw... **FORGET IT!!**

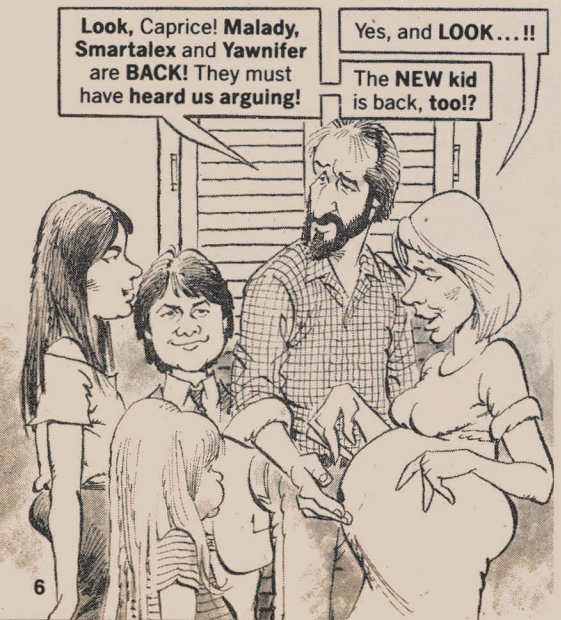

And now to **relax** and watch some **television...**
Stiffen! This is **weird!** All of our **kids** are **GONE!! Malady** isn't **offstage** in her **room, Smartalex** has **disappeared** from the **house,** I don't know **where Yawnifer is,** and **LOOK...!!**
The **NEW kid** has left, **too?!** This looks like **real trouble!** Maybe we should get some **professional help!**
AS THE STOMACH CHURNS

Folks, you've got a **very big problem!**
But, **Doctor**...! Ever since we **met,** we've **loved** each other! And we tried to **pass** that love down to our **kids!**
Right! For **twenty years,** our love has **burned constantly,** and we've always tried to be **intelligent, reasonable** and **understanding parents**...!
Yes... I **know!** And **THAT'S** your **problem!**
JUNG AND OLD


You see, **nowadays** most kids come from **broken homes!** This gives them an **incentive** to **triumph** over a **cruel world!** You have **no idea** the **peer pressure** your kids are **under** in a **happy home!**
Doctor! Are you saying that we should get a **divorce?**
Well, if not for **YOUR** sake... at least think of your **children!**


What a **cheap show!!** I don't mind making **house calls**... but to a **kitchen**...?? With my **own couch??**
My God, Caprice!! I don't even know how to **START** to break up! I **still love you very much!**
And **I** love **YOU** even **more** than **YOU** love **ME!!**

Are **you** still trying to give me that **@$%& crap** about **ME** not loving **YOU** as much as **YOU** love **ME?!?**
What are **you**... some **GOD**... to tell **ME** how much **I** adore **YOU,** you **insensitive pig?!**
Now **you** listen to **me,** Clorox-Head!!
No, **you** listen to **ME,** Forest-Face!!


Look, Caprice! **Malady, Smartalex** and **Yawnifer** are **BACK!** They must have **heard us arguing!**
Yes, and **LOOK**...!!
The **NEW kid** is back, **too!?**

He **HIT me**... for the **first time** in my **life!**
She's been **nagging** me to **death!**
He's **jumping up and down** and **screaming** like **George Jefferson!**
She's **whining** like **Edith Bunker!**
They've **both** been **drinking!!**
They're **not DIVORCED yet**... but at least they're **FIGHTING!**
Every thing is gonna be **ALL RIGHT!!**
THE END ALREADY!

FRACTIONS SPEAK LOUDER THAN WORDS DEPT.

A "percentage" is a portion of a whole, expressed in hundredths. For example, 80% of all articles printed in MAD have introductions preceding them. So, while this particular article needs no introduction, MAD's Editor made me write one, just to keep up the percentage. The title of the article, in case you haven't already guessed... and we're betting that at least 95% of you have... is appropriately called:

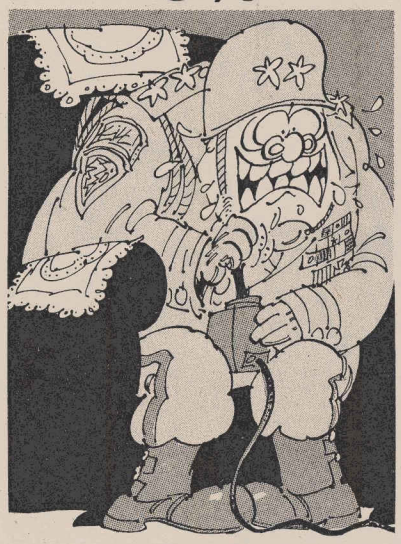
%%%%%% MAD %%%%%% PERCENTAGES

ARTIST: PAUL COKER WRITER: JOHN FICARRA

400%

...is the average mark-up on any candy bar sold at a movie theater snack bar.

9%

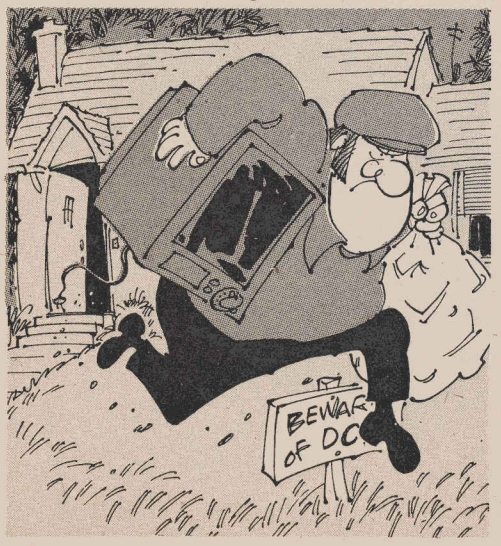


...of Atari Game System owners still play the "Combat" cartridge.

.0001%

...is the portion you would have had to own of "E.T." to be a millionaire today.

2%

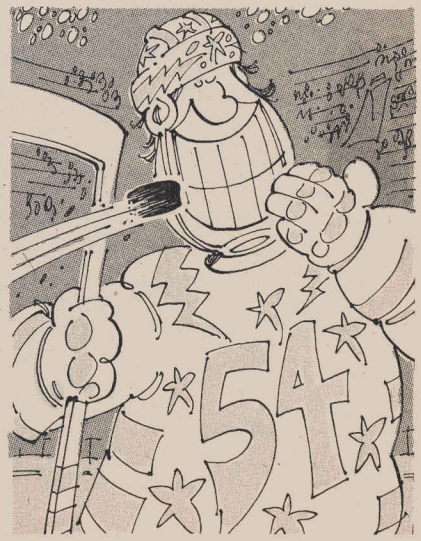


...of all house thieves are actually tricked by phony "Beware of Dog" signs.

7%

...of America's sales help really mean it when they tell you "Have a nice day!"

5.6%



...of Professional Hockey Players have all of their original teeth.

3.9%

...of America's movie-goers prefer Woody Allen's later pictures over his older ones.

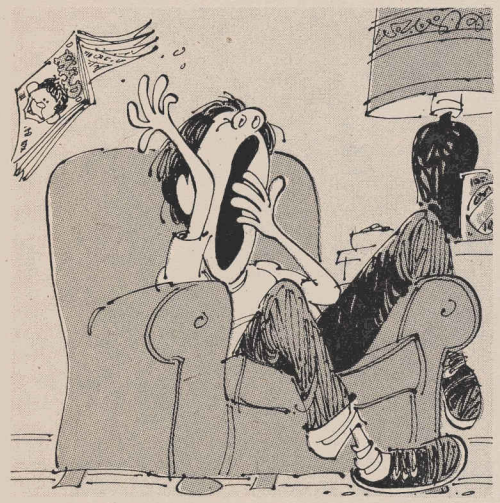
91.4%

... of the American public got suckered into buying a Rubik's cube. (7.2% of these people solved more than two sides).

59.8%

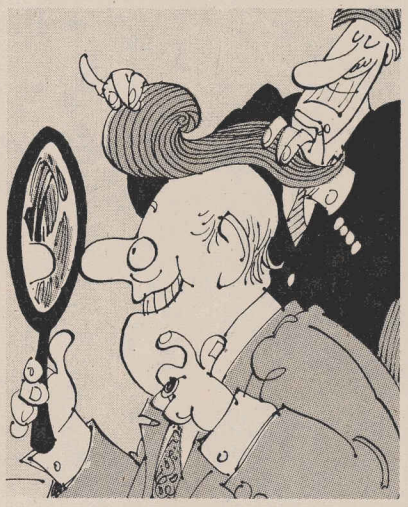
... of American consumers will be convinced to buy a home computer this year. (3.1% will actually have a need for one.)

89%



...of MAD readers who started this article stopped before they got this far.

0.3%



...of all toupees currently on the market look like real hair.

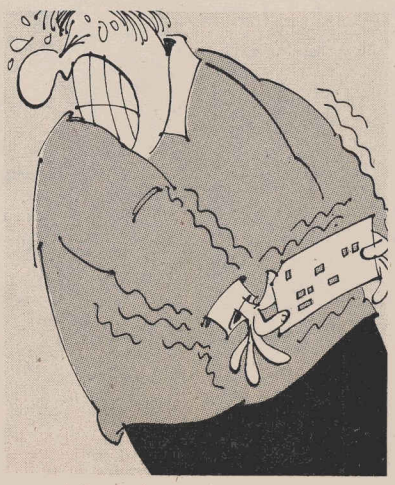
4%

...of America's students read the whole book before writing a book report on it.

64.7%

... of the copies made on a company's Xerox machine have nothing whatsoever to do with official company business.

14.5%



...of Americans have mastered the art of not flinching when they look at their utility bill!

293%

...is how much Mars Candy Company stock would have gone up if it had let them use M & M's instead of Reese's Pieces in "E.T."

12%

... of all U.S. criminals are tried for the crimes they actually commit rather than some plea-bargained reduced charge.

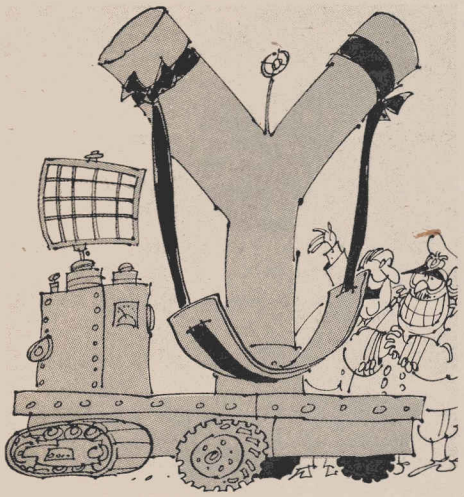
83.5%

... of United Nations delegates aren't paying any attention to the speeches on any given day.

53%

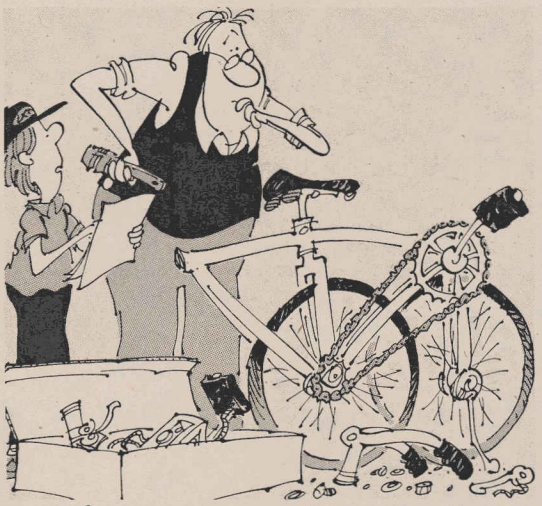
... of all men's cologne bottled in the U.S. is never opened, just passed along as a gift from one person to the next.

509%



... is about how much any weapon for the Pentagon runs over budget.

28.3%



... of consumers read the directions before attempting to assemble something.

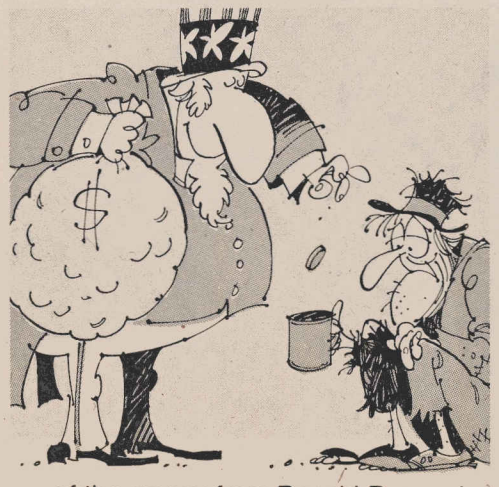
1%

... of all pet goldfish purchased live past the first or second week.

37%

... of Americans know where El Salvador is located. (6% know which side the U.S. supports.)

.014%



... of the money from Ronald Reagan's "trickle-down" economic theory actually trickles down to those who need it.

77%

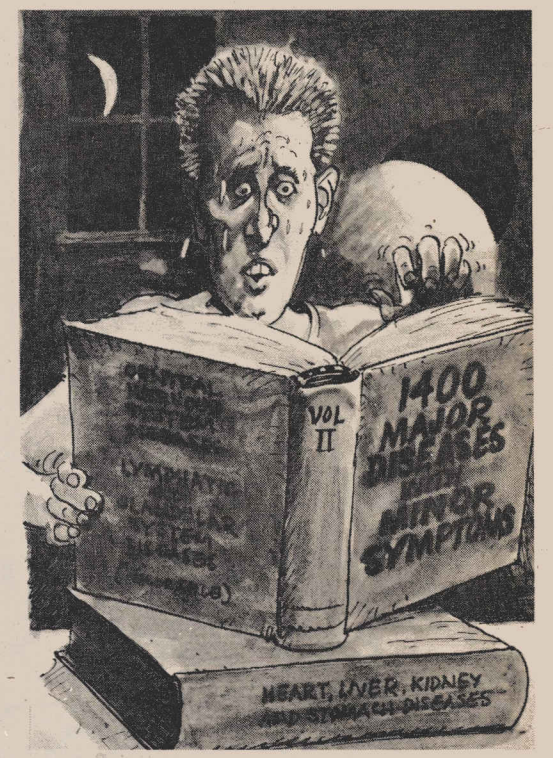
... of the parking spaces reserved for the Handicapped are used every day. (4.3% are used by people who are actually disabled.)

NO REST FOR THE LEERY DEPT.

ONLY IN THE MIDD

...does the sound of a dripping faucet make us realize how effective the old "Chinese Water Torture" must have been.

...do we feel compelled to figure out how rich we'd be today if we'd bought stock in a silicon chip company when it first went into business.



...can minor gas pains, a twinge from an ingrown nose hair and the discomfort of tight pajama pants all seem like the symptoms of some fatal disease.

ARTIST: HARRY NORTH

...are we certain that we'll lose our minds if we can't remember the name of the little dog in the old "Petticoat Junction" TV show.

...are we seized with inconsolable grief when we recall how our parents wouldn't let us keep that puppy that followed us home back in 1973.

...does it suddenly seem extremely likely that we dropped an important letter down a mail chute that day without putting a stamp or return address on it.

LE OF THE NIGHT...

...does the cat become so fastidious that she has to kick up her litter box for at least twenty minutes after doing her thing.

...can hunger pangs become so intolerable that we'll eat the only thing left in the house: uncooked spaghetti.

...does it suddenly become apparent that the dress we'd put back on the rack was far more flattering than the one we actually bought and was now being extensively altered.

WRITER: TOM KOCH

...does a car engine idling nearby offer all the proof we need that a burglar has left his motor running while he's ransacking our house.

...does something regularly set off a neighborhood store's burglar alarm that no one ever comes to investigate.

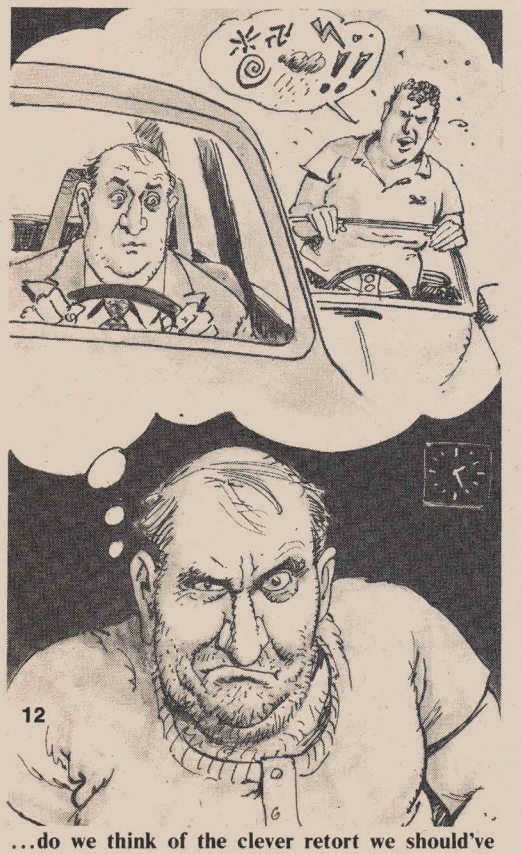
...do we realize that taking the bus home from school that afternoon was a stupid mistake...considering the fact that we'd rode our bike to school that morning.

ONLY IN THE MIDDLE OF THE NIGHT...

...is it impossible to flush a toilet without having the plug inside the tank get stuck so the water keeps running until we get up again...and remove the lid...and fix it.

...do we suddenly remember all the final exam answers that we should have remembered twelve hours before.

...do we discover that we've carefully hung our new mirror in the perfect spot for the street light to reflect directly in our eyes.



...do we think of the clever retort we should've made to that idiot who screamed at us that afternoon for daydreaming after the light turned green.

...do we get a stabbing toothache that remains intolerable until two minutes before the dentist's office opens...when it miraculously disappears.

...do we clearly recall giving a restaurant cashier a twenty-dollar bill—and only getting back change for a ten.

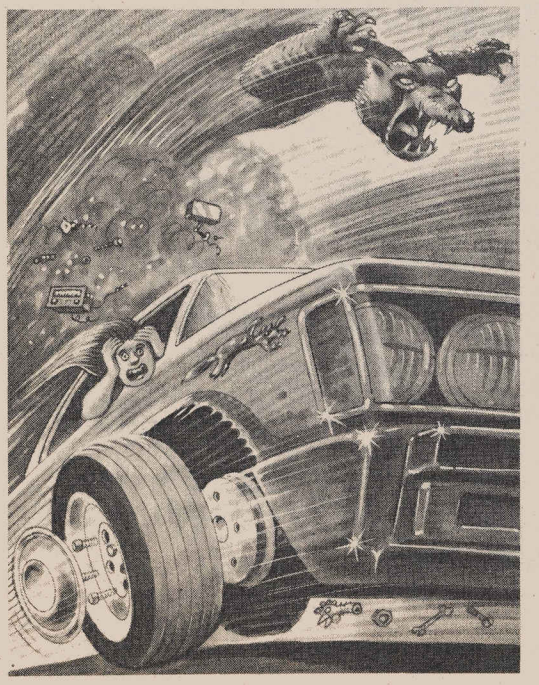
LEMON AID DEPT.

With foreign car makers driving their American competitors closer and closer to bankruptcy each year because their products are cheaper and better manufactured, it's rather ridiculous to see Detroit still publishing those cheery New Car Owner's Manuals that make you think you got a bargain on a perfect product, and that any small problem that may arise will be the result of your own misuse or neglect. Not only is this dishonest, but it also leaves buyers of American cars unprepared to cope with the mishaps that probably await them. We think the time has come for Detroit to start leveling with the car buying public by issuing something like...

THE MAD OWNER'S MANUAL FOR A NEW AMERICAN CAR

ARTIST: AL JAFFEE WRITER: TOM KOCH

LEARNING TO LIVE WITH YOUR DECISION TO BUY THE NEW 1989 FURD MONGOOSE



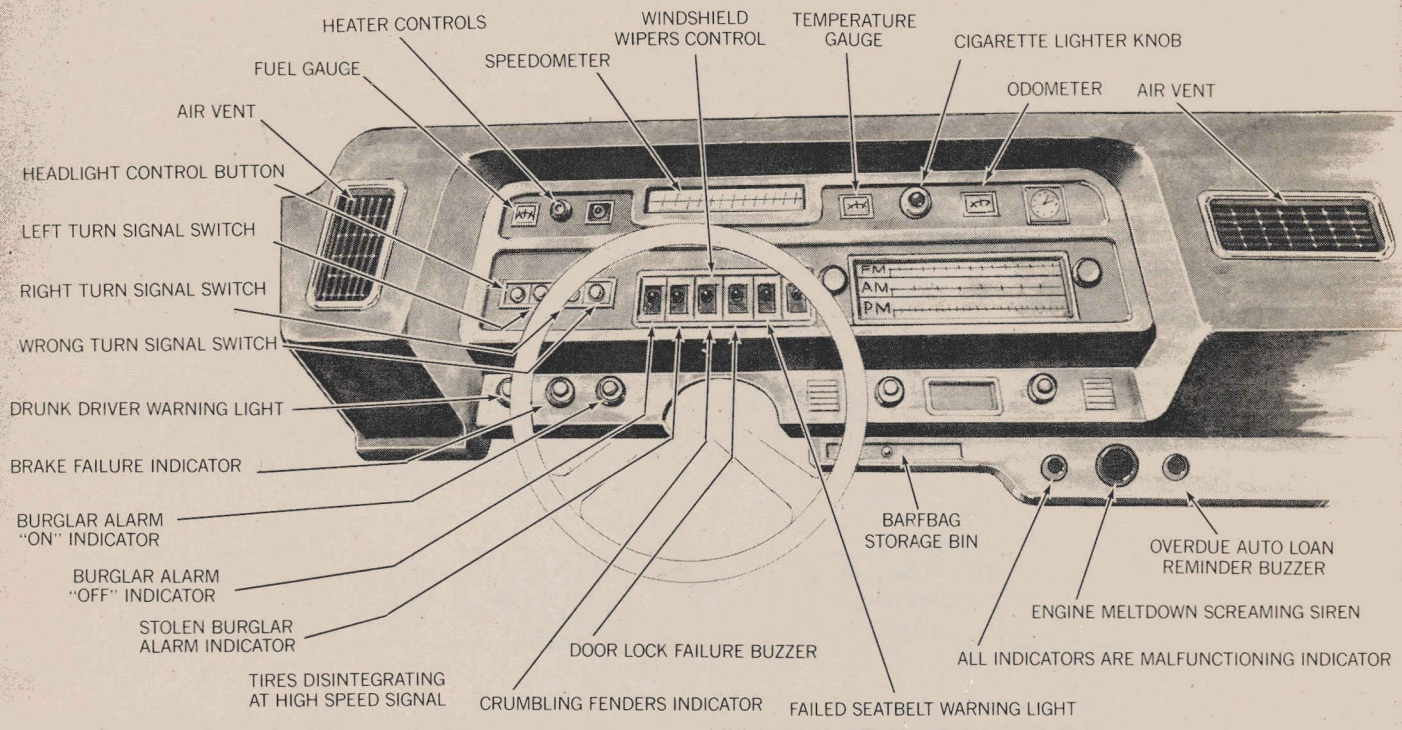
Congratulations! With your purchase of the new Furd Mongoose, you have joined the dwindling ranks of gutsy motorists who show enough patriotism, enough sense of adventure and enough stupidity to buy an American-built automobile. It is our fervent hope that you will also show enough maturity and emotional balance to remain calm once you discover that the '89 Furd Mongoose is not quite as dependable as the salesman promised it would be before you bought it.

Although you may feel tempted to look upon your new Mongoose as a piece of junk, try to appreciate the fact that this year's model could have turned out even worse than it did. For one thing, most of the cars were assembled while half of our workers were out on strike. And even when all of them were present, many were goofing off, spending their day hanging around the coffee machines.

This, of course, resulted in numerous defective cars rolling off the assembly line with some of their parts missing. Few of these defects were caught by our supervisors because they goof off and hang around the coffee machines even more than our assembly workers. So you can understand how miraculous it is that we've been able to continue building cars at all when good help is so hard to find. And besides, how much quality do you expect for less than $12,000?

We wish you many years of happy motoring...crawling under the engine, hanging around the repair shop and all the other wonderful things you'll be doing once you start driving your Furd Mongoose.

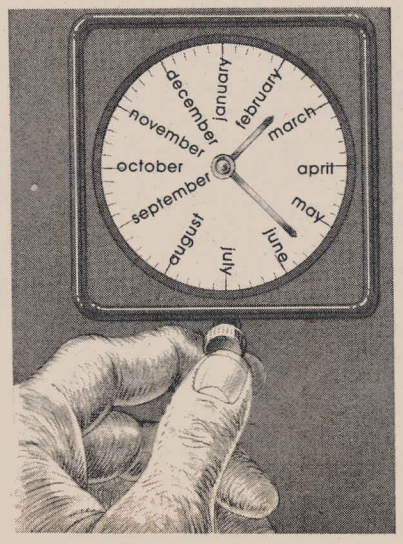
UNDERSTANDING THE QUIRKS OF YOUR NEW CAR'S INSTRUMENTS AND CONTROLS

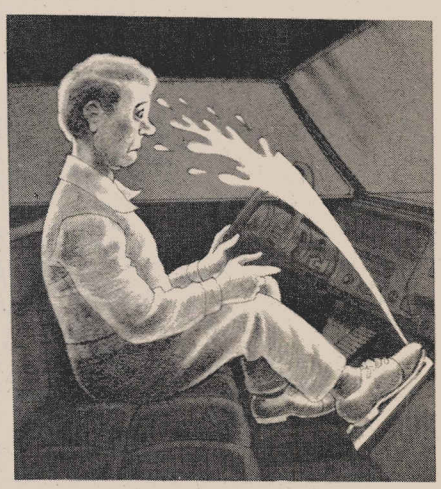


OPERATING

1. Situate yourself comfortably in the driver's seat, and then close the door securely. If the door fails to latch tightly due to faulty installation or poor manufacture, keep opening it and slamming it hard until it either (A) closes, or (B) fights back by letting the door window shatter or fall out.

2. Before attempting to start the engine, remember to wind and set the instrument panel clock. This enables you to calculate how long it takes the tow truck to arrive, in case the engine fails to start.





3. Pump the accelerator three or four times before turning on the ignition. This may cause the engine to flood... but that's a heck of a lot better than waiting until you get into traffic to discover that the accelerator pedal usually comes unbolted, leaving you with no control over the car's speed.

1. AIR VENT—This louver is designed to let fresh air circulate through the passenger compartment. Also, to let bus fumes, pig smells and other outside odors circulate through the passenger compartment. Do not try to close this vent, even during freezing winter weather...because it doesn't!

2. FUEL GAGE—Anticipate that the needle will remain stuck on "FULL" until the tank is half empty. Then, when the needle drops to the halfway mark, the tank will be almost empty. So you will never see the needle drop any further than halfway...because by that time, you will already be walking to the nearest gas station.

3. HEATER CONTROLS—By sliding the handy levers back and forth, you are able to control the climate inside the passenger compartment. Choices range from cold air blowing on your feet to hot blasts blowing in your face. Experiment with the available settings until you find the one that causes the least amount of suffering.

4. SPEEDOMETER—Even though the '89 Furd Mongoose has the same engine as the '83 model, the speedometer has been stepped up to record a maximum of 160 MPH, rather than the previous 90 MPH. This amazing improvement was included to make you feel like you're driving a sports car. (Actually, the Mongoose's top speed again this year is 67 MPH—with a strong tail wind.)

5. TEMPERATURE GAUGE—This dial is designed to enhance your driving pleasure in heavy traffic on hot summer days by giving you something to watch as it climbs into the red danger zone.

6. WINDSHIELD WIPERS CONTROL—A partial turn to the right activates wipers at half-speed. A full turn is for fast speed. However, either move may cause the wipers to remain off, and the electric windows to go down instead. This is because there are a whole lot of little wires all bunched together under the dash and it's hard for our unskilled workers to get them all connected to each other correctly.

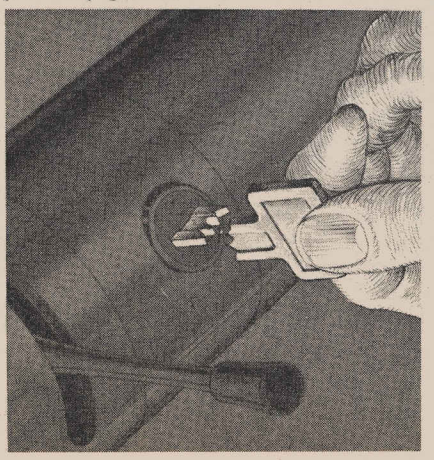
7. ODOMETER— This is the gizmo that shows you exactly how far the car has been driven, unless the car has been driven more than 9,999 miles...which you can bet your life this car won't be!...and which is why 9,999 miles is the maximum distance the '89 Furd Mongoose's odometer needs to register.

8. CIGARETTE LIGHTER KNOB—Before you push this button, stop to consider that smoking is hazardous to your health. Then, stop to consider that pushing in this button may also be hazardous to your health because the connecting wire is wrapped around the battery cable, and so is the powered radio antenna wire...which could result in the electrocution of anyone who touches it during a thunderstorm.

9. HEADLIGHT CONTROL BUTTON—Pull knob out to the first position, and the parking lights will come on. Pull knob out to the second position, and the headlights will come on. Pull knob all the way out...and it will come off in your hand. So look out!

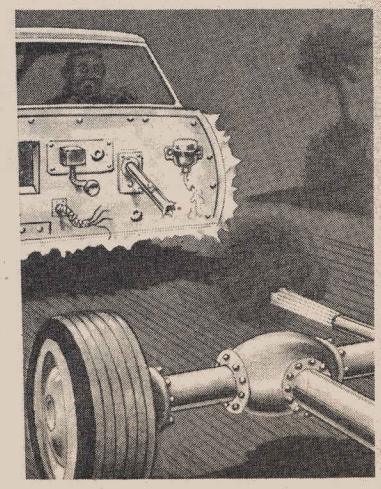
INSTRUCTIONS

4. Turn the ignition key all the way to the right to activate the starter, and start the engine. If the starter fails to respond, you probably have a defective battery. If the starter operates, but the engine fails to catch, you probably have a broken fuel line. If everything works as it should, you probably got into someone else's car.



5. Drive slowly for the first few blocks to bring the engine to a normal operating temperature of 160°. If the operating temperature quickly rises to 212° instead, it may be that your car was assembled on a day when the guy who installs the fan belts was out sick. This is no big problem. Merely take a taxi to the nearest Mongoose dealer, buy a fan belt and return by taxi to install it.

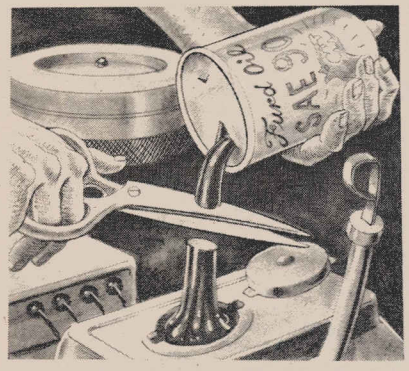
6. Even when you are out on the open highway, NEVER, NEVER, NEVER shift into "Overdrive"! Overdrive is that fuel saving thing we just couldn't get perfected, but decided to install in this year's Mongoose anyway!



MAINTAINING YOUR

Many current foreign cars are so well built that they do not need your help to keep them running indefinitely. You will be delighted to learn that this is not the case with your new Furd Mongoose. It desperately needs your constant

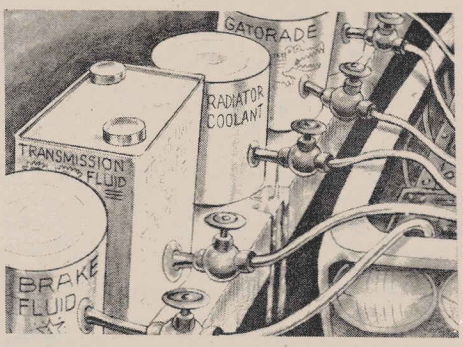
CHECK OIL LEVEL DAILY



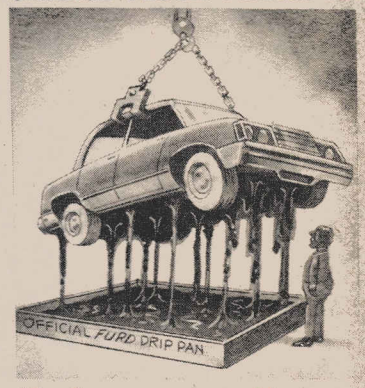
As indicated elsewhere in this manual, the engine parts in your new Mongoose fit loosely because they were put together in haste, which means that oil will leak out the cracks. So use only Furd 90-W Oil to fill the crankcase. Its gummy, sludgelike quality enables our oil to stick to the engine, unlike those cheaper brands that will merely dribble out all over your garage floor.

CHECK OTHER FLUIDS REGULARLY

Sloppy hose fittings make it necessary to check the radiator coolant level in your new Mongoose every 75 miles. It is also recommended that you do what you can to avoid costly repairs by checking the brake fluid every 100 miles, the transmission fluid every 150 miles and the windshield shpritzer fluid every 200 miles. If low, refill only with approved Furd Radiator Coolant, Furd Brake Fluid, Furd Transmission Fluid and Furd Pure Windshield Water.

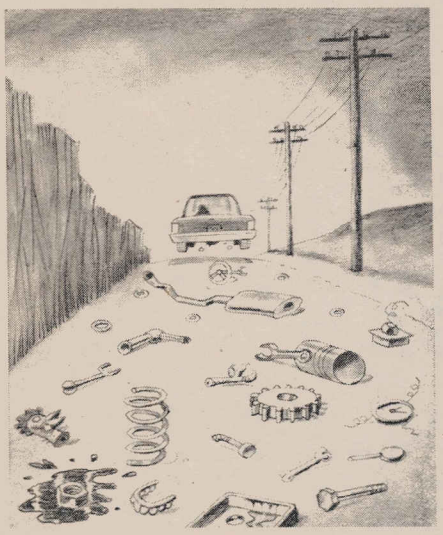


COLLECT DRIPPAGE FROM GARAGE FLOOR PROMPTLY

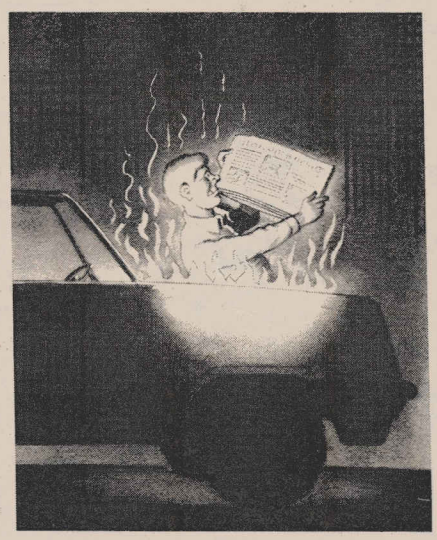


The tires on your new Mongoose may rot if the vehicle is left to stand overnight in its own corrosive drippings. To prevent this, place pan under the engine. For best results and continued happy motoring, use only an approved Mongoose Drip Pan.

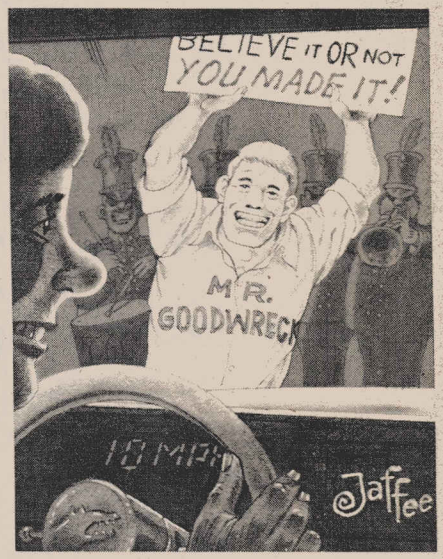
THE BREAKING-IN PERIOD



During the first 100 miles of your new car's operation, do not drive at speeds above 30 MPH. This will lessen the risk of injury to occupants when parts that were improperly assembled at the factory drop out and are run over by the rear wheels. After the first 100 miles, it would be most wise and prudent not to exceed 30 MPH with this car in any case.



For proper breaking-in, your new Mongoose has been equipped with special light weight break-in oil...unless we forgot to put it in! If such is the case, the dipstick will appear dry when removed. Also, the gaskets will appear black after a few miles of driving, the pistons will appear scorched and, in most cases, the entire engine will appear to be on fire.



After the first 1000 miles, return the car to your Mongoose Dealer where you will receive your Initial Service Inspection. With extraordinary luck, you may also receive a handsome gold trophy for being the first Mongoose owner to drive a full 1000 miles—without having to bring the car back in earlier to have something fixed.

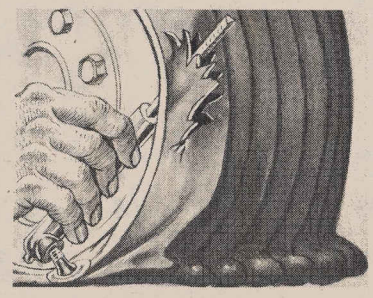
R NEW MONGOOSE

loving care and attention (not to mention a lot of your hard-earned bucks) to stay alive. Follow the maintenance tips listed in this section, and your '89 Mongoose should reward you with dozens of miles of trouble-free driving.

REPLACE BURNED-OUT HEADLAMPS PROMPTLY

Driving with burned-out headlamps is dangerous. However, it is almost as dangerous to try to replace them in your new Mongoose without assistance. That's because the one-piece fender and grill unit was welded after the original lights were installed. As a result, they can only be replaced by a midget who must crawl between the engine and the fender well. (See your Mongoose Dealer for a list of service stations employing midgets.)

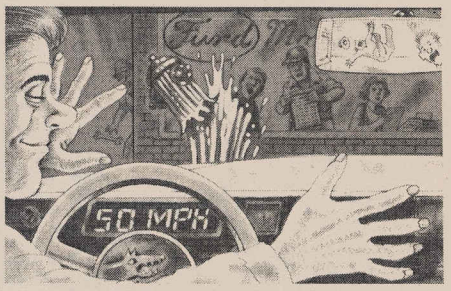
KEEP YOUR TIRES PROPERLY INFLATED



For normal driving, maintain tire pressure at 29 lbs. You will soon find that this requires frequent stops for air because the company saved you money by equipping your 1989 Mongoose with leftover tires made for the 1957 DeSoto. The difference in wheel size results in a considerable air loss! However, it should be remembered that this inconvenience is saving you $28.00.

CHECK WHEEL ALIGNMENT AT FREQUENT INTERVALS

Your Mongoose Dealer will tell you that almost everything that goes wrong with your car will be your fault because you let your wheels get out of alignment. Be ready to challenge this claim by checking your alignment regularly! To do this, remove both hands from the steering wheel at 50 MPH. If the vehicle swerves into a ditch, or careens into oncoming traffic, return it to your Furd Mongoose Dealer at once for professional safety maintenance.



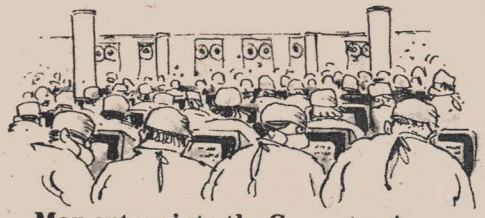
YOUR FURD MONGOOSE WARRANTY

YOUR NEW 1989 FURD MONGOOSE (SERIAL NUMBER _____) IS COVERED BY THIS FULL WARRANTY FOR THE FIRST 6 MONTHS OR 10,000 MILES OF OWNERSHIP, WHICHEVER COMES FIRST. THERE ARE ABSOLUTELY NO CONDITIONS OR EXCLUSIONS OF ANY TYPE...EXCEPT FOR THE CONDITIONS AND EXCLUSIONS LISTED HEREIN, WHICH YOU BETTER READ OR ELSE.

1. Even though "All Parts And Labor Will Be Provided Free While This Warranty Is In Effect", Furd Mongoose Repair Centers may impose a Service Fee equal to 100% of the "standard charge" for parts and labor.
2. Operating this vehicle without having it Winterized whenever the temperature drops below 50°, or having it Summerized whenever the temperature rises above 70°, will invalidate this warranty. Winterizing and Summerizing must be performed at Owner's expense by a qualified Mongoose Dealer.
3. We'll decide later which Dealers are qualified and which ones aren't.
4. The owner must state the exact nature of the mechanical difficulty when presenting the car for warranty work. Naturally, Dealers must impose the standard labor charge while wasting time hunting for undiagnosed problems. Since most mechanical problems take six hours to find and ten minutes to fix, you can see where a deal like this leaves you.
5. The company is not responsible for damage to parts caused by dirty spark plugs. The company is also not responsible for discovering that your spark plugs are dirty, even if you installed brand new clean ones the day before.
6. Cars that have been deliberately driven on publicly maintained highways and privately owned driveways are no longer covered by this warranty.

NOTE: YOUR FURD MONGOOSE DEALER RESERVES THE RIGHT TO SERVE PAYING CUSTOMERS FIRST, AND TO DISCLAIM ANY RESPONSIBILITY FOR YOUR WARRANTY EXPIRING BEFORE HE GETS AROUND TO YOU!

COMPUTUS DIGITUS

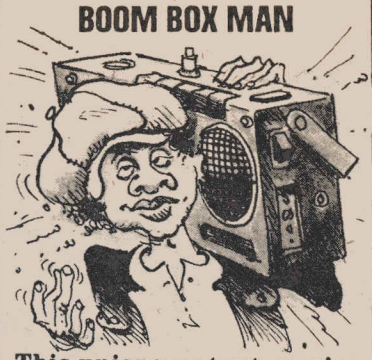


Man enters into the Computer Age. The marvelous new computer frees Man to do really important things ...like building more computers.

HERPES INFECTUS

The one-night stand becomes almost extinct as herpes is spread through the sexual community. Much is written about this *Herpes Infectus*, mostly on Men's Room walls.

BOOM BOX MAN

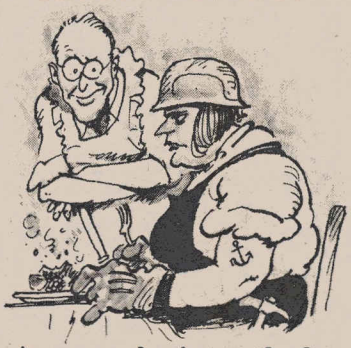


This unique mutant species carries his music with him, playing it at dangerously high volumes. Although *Boom Box Man* suffers no hearing loss, he does deafen most of the other people around him.

GULLIBUS JOINUS

Known to join cult groups like "The Moonies," "Jews For Jesus," "Hari Krishna" and "EST," there is only one group this species will not join: "The Work Force."

FEMINIS LIBERATUS



A new era begins as the female of the species evolves, asserting her role in the male work force. The male, however, reaps his revenge ...by cooking her dinner.

STONEDHEAD MAN

Following the teachings of his leader, Timothy Leary, *Stonehead Man* attempts to "Learn" through the use of illegal hallucinogenic drugs. Ultimately, he only wants to learn one thing: Where he can go to score more drugs.

HOMO HOMO SAPIEN

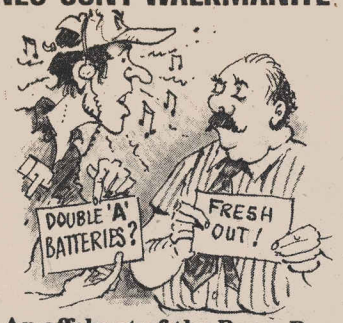
This species deviates from accepted sexual norms by attracting mates of the same sex. They successfully produce lasting relationships, but they are not as successful at producing offspring.

By the time Mankind reached the 1960's, he'd evolved into the Nuclear Family. Everybody was happy, everybody ate apple pie and everybody called his father, "Sir!" Since then,

THE EVOLUTION OF

ARTIST: HARRY NORTH

NEO-SONY WALKMANITE



An offshoot of the *Boom Box Man*, the *Walkmanite* almost marks the end of Mankind—as the search for food is replaced by the search for Double "A" size batteries.

VIDEO ADDICTUS

This primate spends his entire life playing video games. There was only one time in recent history when *Video Addictus* was not seen playing a video game: during the '81 blackout.

CRO-MAGNON DIMWITTUS

Appearing coincidentally with the birth of the pocket size calculator, this new species is a setback for Mankind as he loses his ability to add, subtract, multiply or divide.

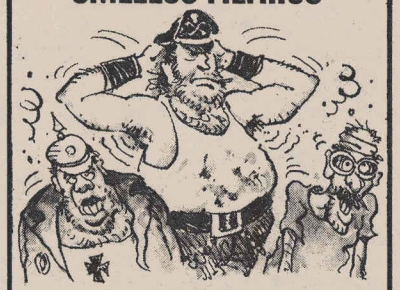
FANNUS TREKKIUS

The TV show, "Star Trek," is canceled, and an annual religious event is created as millions of this new species, devoted fans, gather to perform a ceremonial death rite for the show. This is now known as a "Convention."

HANGUS TENUM

The surfing craze attracts masses to the coast. New and important phrases like "Far out!" and "Oh, wow!" are originated by this new species. The rest of the English language is lost.

SMELLUS FILTHIUS



Smellus Filthius, or "Hell's Angles," as they are known, also flourishes along coast beaches. However, *Smellus Filthius* never surfs... because no force on Earth can get him even close to water.

SHINNUS SPLINTUS

This determined species jogs miles each day striving for perfect health. However, later tests disclose that health benefits do not stay with him after he stops jogging. But his calcium knee deposits do.

DARWINNERS AND LOSERS DEPT.

Man has undergone drastic changes in his evolution to wind up in the miserable mess he's in today. It's true! All you have to do is check out the evidence in this MAD look at—

THE SPECIES, UPDATED

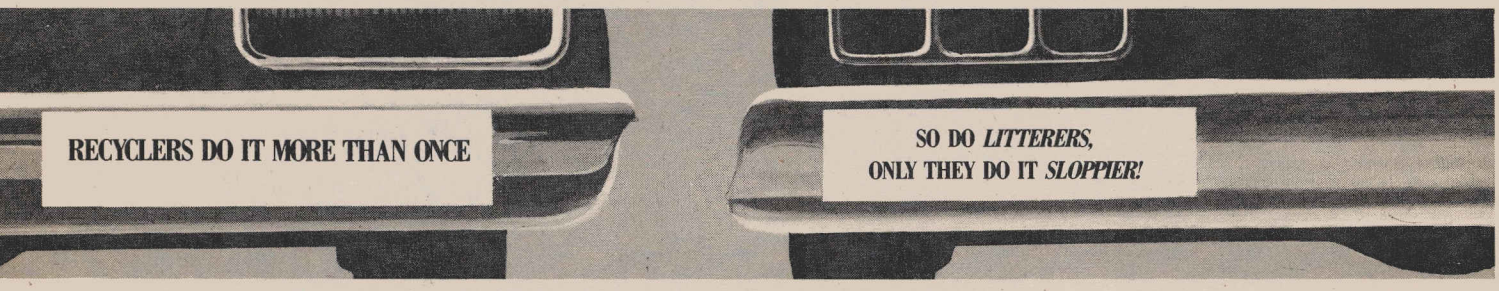
WRITER: CHRIS HART

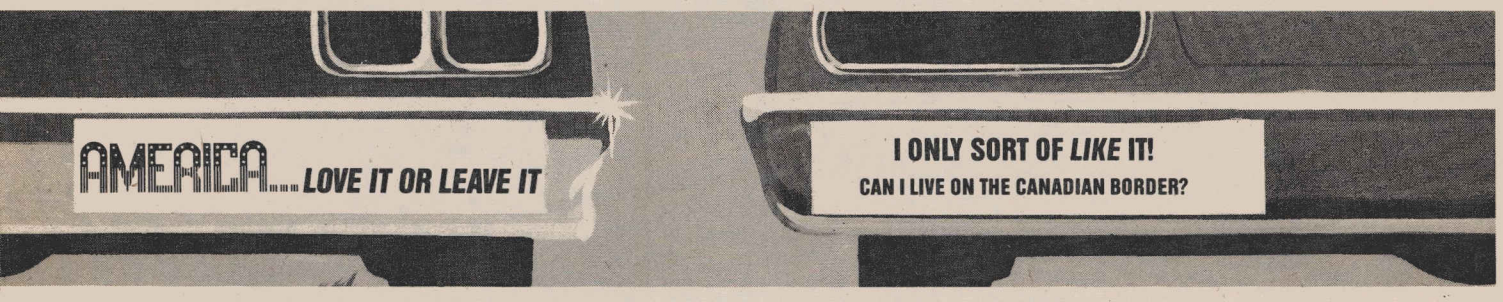
DRIVE SHAFTS DEPT.

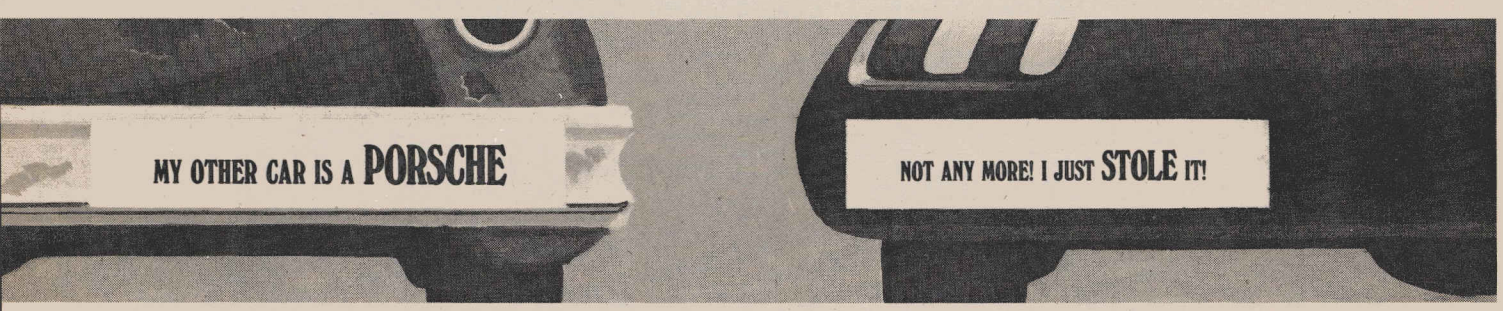
Are you getting bored with those tiresome bumper sticker messages you see on just about every car these days? It's time to strike back! How?? For each idiotic message you cannot stand, write an

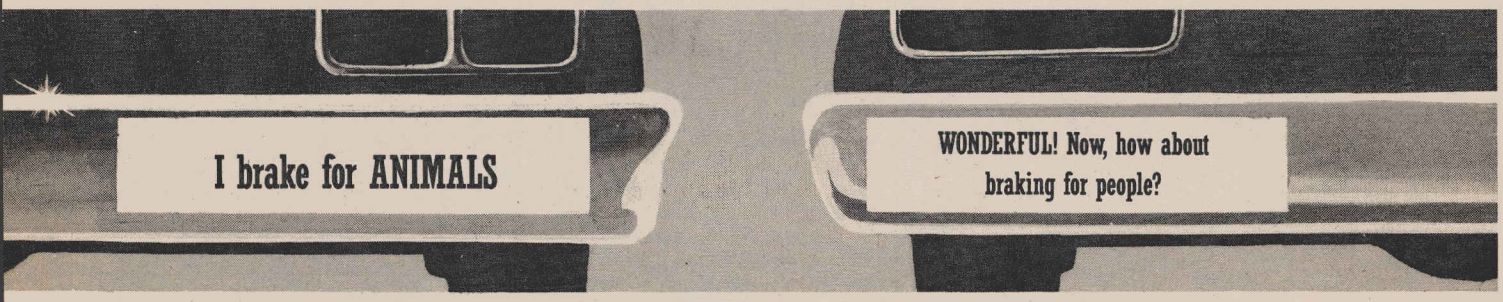
SNAPPY ANSWERS TO ST

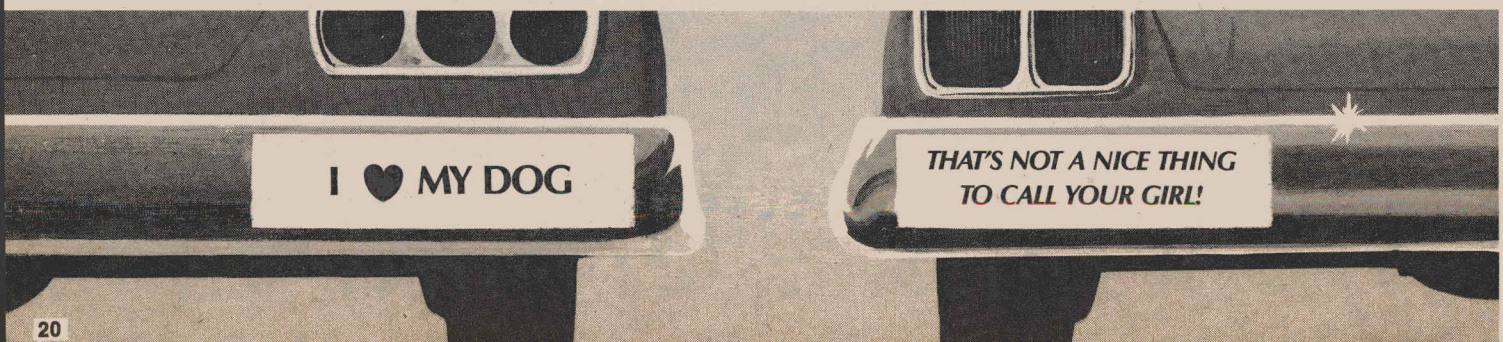
*ANY SIMILARITY TO AL JAFFEE'S POPULAR "SNAPPY ANSWERS TO









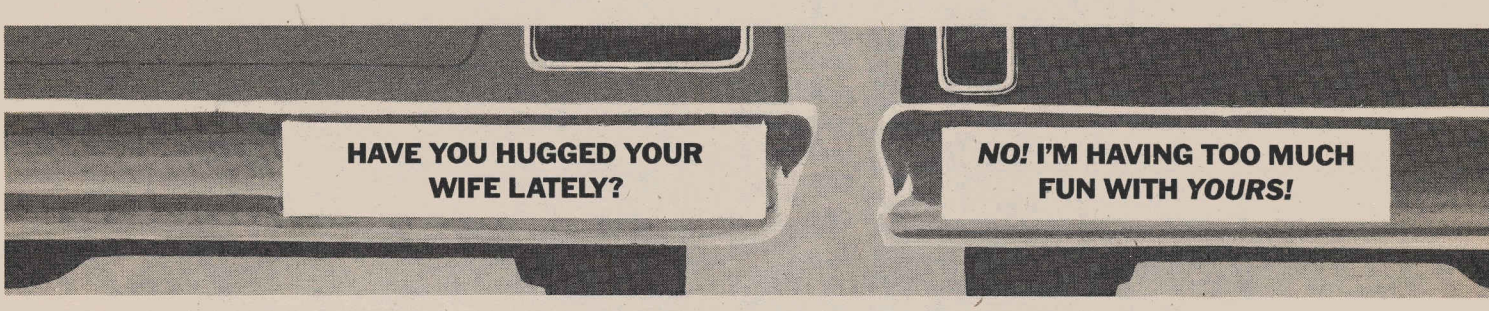


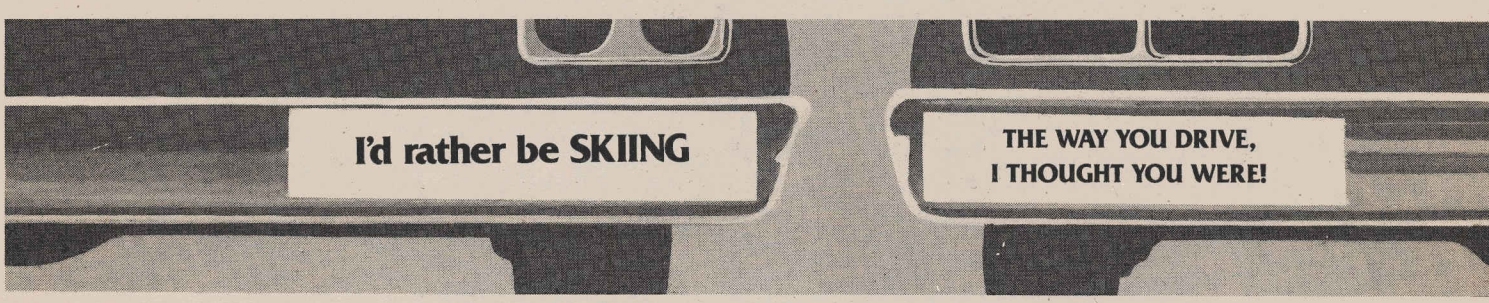
appropriate "comeback" on a sticker of your own. Then, when you spot an offending car, ride alongside of it with your corresponding zinger! We'll show you what we mean with these MAD examples of

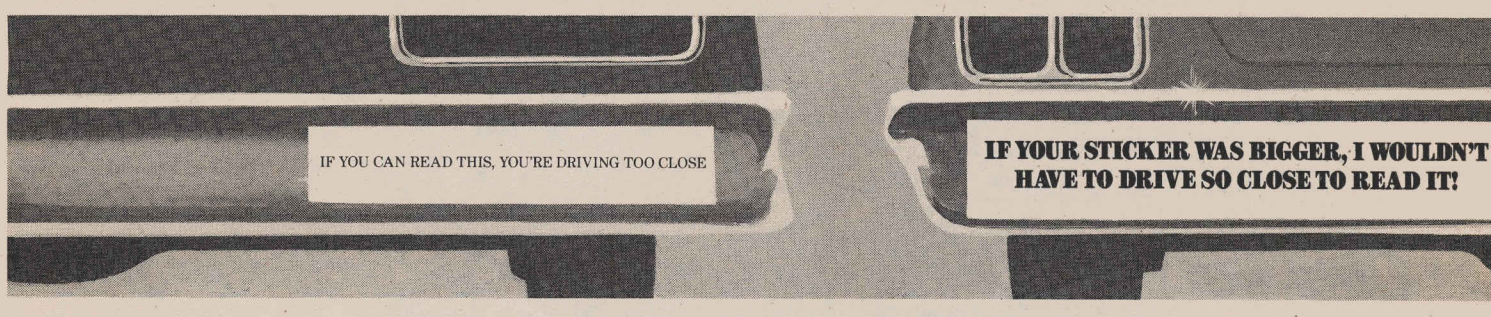
UPID BUMPER STICKERS*

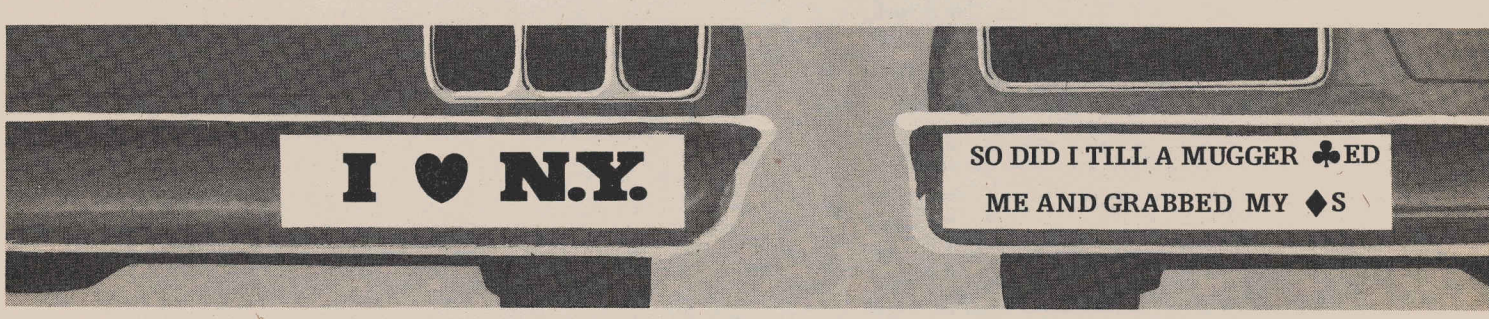
STUPID QUESTIONS" IS PURELY BECAUSE WE SWIPED IT!

ARTIST: BOB CLARKE WRITER: LARRY SIEGEL









BEER
35
CENTS
SCORE CARD
Pulley
R.G.

DOM KING in ASSOCIATION with
DOM TRUMP ENTERPRISES
presents

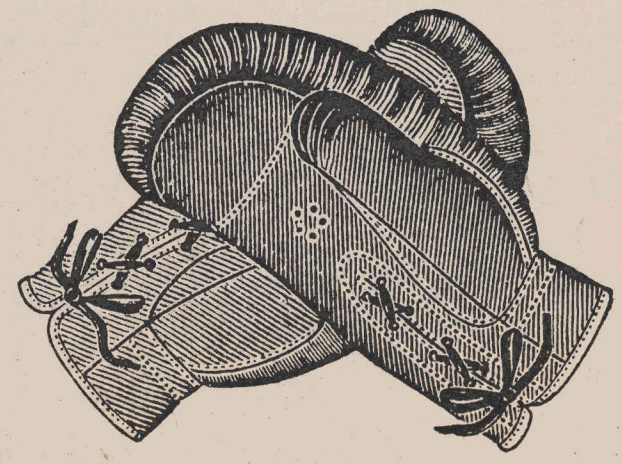
"THE RAGES IN THE PAGES!"

MAD "BOOM BOOM" MAGAZINE

vs.

THE WILD WORLD OF SPORTS

A SCHEDULED 68-PAGE SLUGFEST!



A ROLLING STALLONE GATHERS MORE GROSS DEPT.

Remember not too long ago when rotten people were the heroes of American movies? Amoral guys like motorcycle riders and fat, boozy, middle-aged guys who gunned down teenagers? Then, a few years back, along came a Boxer named "Rocky," and everything changed! Suddenly, as in the glorious films of the past, the average movie-goer found things in "Rocky" that he could *really identify* with: decency, honesty, stupidity! Anyway, the picture made over 50 million dollars, and suddenly the studio found something *it* could identify with: greed! So it made a sequel! Well, we did our version of the original movie in MAD #194 . . . and being just as greedy, we've made a sequel version of the sequel. Get ready for . . .

ROC

How come I get the feeling that I've **seen** this fight **before? ! ?**

That's because you **HAVE** seen it before, stupid! It's the **last scene** of the **original movie!** It's **used** to introduce the **sequel!**

You can **DO** it, Rockhead! You're gonna be **CHAMP! !**

YOU'RE cheering for a guy who **lost a fight** we **already saw** . . . and **I'M stupid? ?**

Hey . . . look at **Rockhead!** He's got a **dumb, glassy look** on his face! How long can he **go on** like this? !

Probably **another 50 years!** He looked like that **BEFORE** the fight started!

Isn't this **absolutely incredible? !** Rockhead is **STILL ON HIS FEET! !**

Yeah! ! **NOBODY** stays up **THIS LATE** in Phila-delphia!

Hey, you're doin' **great,** Rockhead! But . . . say d' **void** an' I'll **stop** the **fight!**

It's **really fantastic!** A **poor unknown bum,** almost going the **distance** with the **Champ!**

He don't look so **poor** to **me!**

Well, **look again!** His **Trainer** is about to throw in a **PAPER TOWEL! !**

I LOVE you, Rockhead! **I LOVE you!**

Hey, who's that?

It's **Atrium, his girl-friend!** It's the **old story** all over again: **"Beauty and the Beast"!**

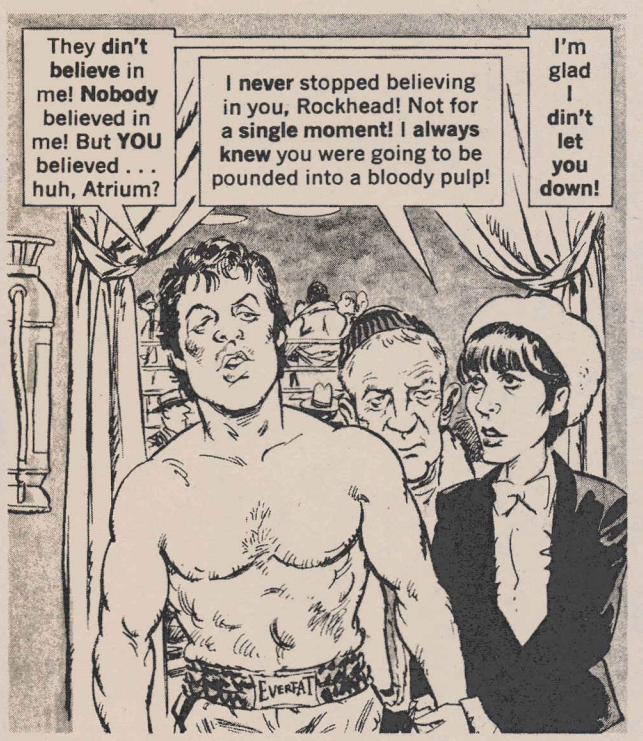
Ahh, **she** don't look **THAT bad!**

You call this a **FIGHT?** It's **DISGUSTING! ! STOP it! !** It's **too VIOLENT! Too BRUTAL! ! Too BLOODY! !**

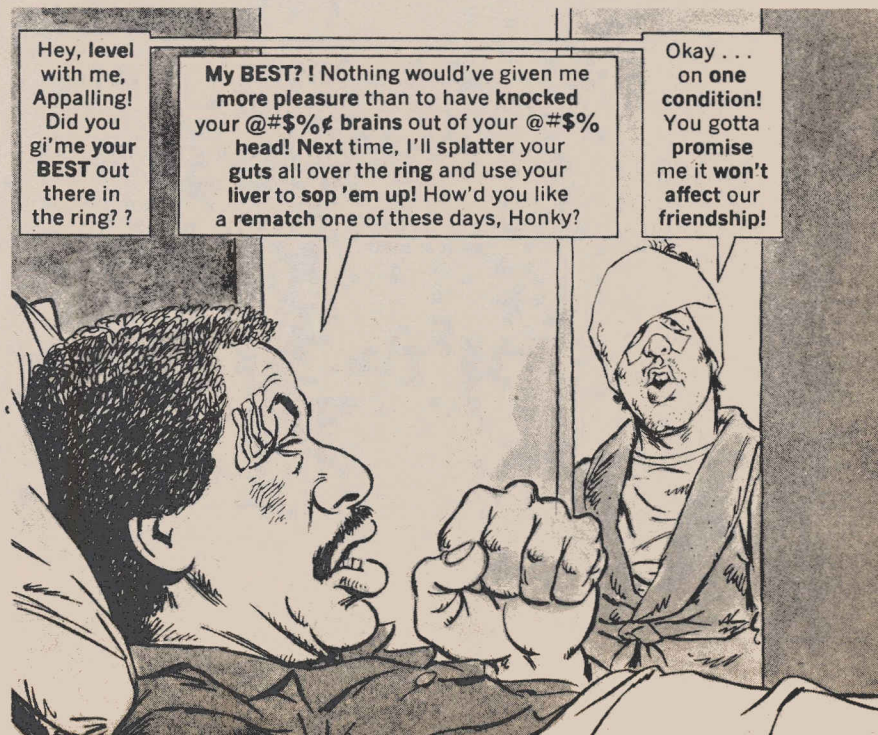
Shaddup, you lousy Pinko! It's people like **you** who wanna **destroy** the **American Way of Life!**

torres

KHEAD II



ARTIST: ANGELO TORRES WRITER: LARRY SIEGEL



Atrium, I—I **don't express** myself too good! But right now, as I walk with you, I got like a **burning feeling** deep in my **heart,** and I'm **all mixed up** inside! **Could** you . . . ? **Would** you—

Oh, Rockhead, you poor silly fool! **Of course** I'll marry you!

Actually, I just wanted to borrow a **"Rolaid"!** But, well, okay . . .

. . . I **now** pronounce you **"Man** and **Wife"!** You may **kiss** the **bride . . .**

I know I ain't been **too smart,** but I'm **improving,** right? **I didn't** get lost on the way to the **Church,** and **I remembered** the **ring,** right! So— Hey, **when** do you think you're gonna **get rid** of this **terrible skin condition** you suddenly came down with?

As **soon** as you **lift** my **veil!** !

Darn! An' I was doin' **so well** there for a while!

Honey, now that we're **married,** what's the **very first thing** you want me to do with my **fight money . . . ?**

A **CAR** might not be a bad idea!

JUST MARRIED

Wow! A **new car—house—clothes!** I keep **forgetting** I'm married to **Rockhead Balbobo!** !

Hey, baby, it's our **first wedding anniversary!** Let's **celebrate!** Wha'd'ya say you put on your **mink coat,** and then we **feed** the **goldfish** and **take out** the **garbage?** ?

But **NOW I remember!** !

Darling . . . I got **news!** Soon, there's going to be the patter of **little feet** around the house!

You mean we—we're gonna have a **baby?**

No . . . **Shortly Muldoon,** from the **Finance Company,** is coming around to **repossess the car!**

Okay! **Okay!** I can take a hint! I'll **get a job!** !

"HE-MAN AFTER SHAVE" commercial! Take Twenty-Seven . . . ! "ACTION! !

Hi-there-I-always use-He-Man-After-Shave-Lotion-It makes-me-smell-hell . . . I mean—swell-well . . . I mean—smell-swell!

CUT!

I thought I told you to **fire** him! !

I tried! But how do you tell a guy he's **not bright enough** to play a **CAVEMAN!** ?

Look, Balbobo . . . I'm **sorry** . . . but it's **not working out!** You can't seem to read those **"Rockhead Cards"!** !

I thought that, in TV, they were called **"Idiot Cards"!**

Well, they've just been **re-named!**

Oh . . . **THAT's** how you tell him! !

Hey, look! I **really need** this job **bad! Forget** my **educational** background!

I don't know! A **KINDERGARTEN Drop-Out . . . ? ! ?** What makes you think you can sell **"Rockheads"?**

I—I thought them things were called **"Dumbbells"!**

They've just been **re-named!**

You gotta get me a **job, Greaso!** I'll do **anything!** I'll **run** the **numbers,** I'll **book** the **horses** . . . I'll **even push "Rockhead"!**

I thought it's called **"Dope"!**

I got a **feeling** it's gonna be **re-named!**

You **CAN'T** box again! Don't you remember what the **Doctor** said? ! ?

Sure! That'll be **$10,000,** please!

No, **BEFORE** that! He said **one more fight** and you could **go blind—**

I **NEVER** heard him say **that! !**

Also **deaf!**

Atrium's **right!** It's your **eyes! Forget** fighting! Look, I'm **sure** I can get you a **great job** around here, **cleaning toilets** an' stuff!

Me? Rockhead Balbobo . . . **cleaning toilets? !** That's **ridiculous!** My **eyes** are **great!** I can **see perfect!** Come on, Nicky . . . **train me** for **another fight! !**

I ain't Nicky! I'm **Bawly,** your **Brother-in-Law!**

Just the man I'm **lookin'** for! Can you get me some **Tidy Bowl,** and a **Johnny Mop? ?**

How do you like the way I been **cleaning** the **toilets,** Nicky . . . ?

Terrific, Rockhead! ! And **NOBODY** can empty a bucket of **spit** like you! ! Listen, I got **great news** for you! I'm givin' you a **promotion!**

To **what? ?**

Tomorrow, I'm movin' you up to **PUKE! !**

Happy with your **new job,** Honey . . . ?

It's **real nice!** But lately, the Champ has been **buggin'** me about a **re-match!** Nothin' **big,** just **sneaky little things!** Yoo know, a **hint here,** a **hint there** . . . Wait! Here he is on TV now!

And now, here is a **paid announcement** from **Appalling Greed,** the distinguished **Heavyweight Champion of the World,** directed at **Rockhead Balbobo!**

Fraidy cat! **Fraidy** cat! **Gonna** break your **Mother's** back!

Shame-shame! **Shame**-shame! **Everybody knows** your name!

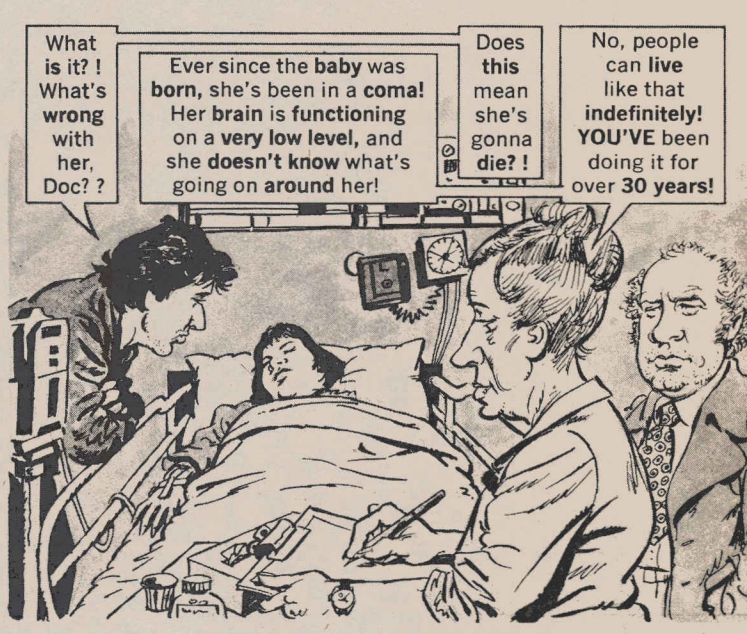
Inka-dink! A bottle of ink! **I'm Champ** 'cause **you stink!**

Rockhead is a **sissy! Rockhead** is a **sissy! Nyah, nyah! BRRRRFFFFFFFTTTTTTTT!**

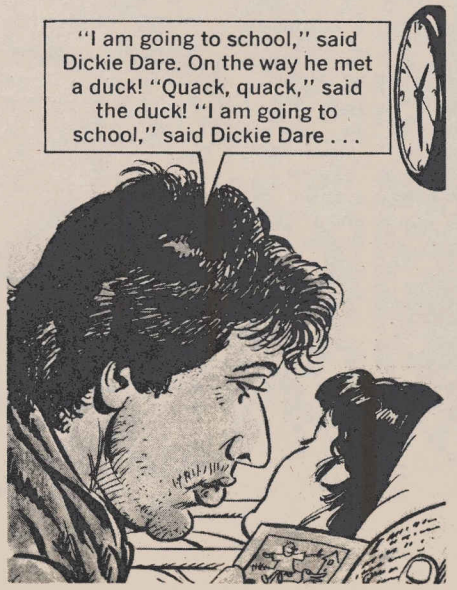
See? Sneaky little things like that! ! I just gotta fight him again! I just gotta! !
Fighting! That's all you ever think about! you haven't thought of ME in weeks! What kind of marriage IS this? ! FORGET about boxing! !
Are you asking me to STOP being a MAN? !
I'm asking you to START being one!
Not tonight! I've got a headache!
YOU! !

We gotta build up your stamina! If you can catch a chicken, then you'll be in terrific shape!
Pant-pant . . . C'mon, Nicky, gi'me a break! Cough . . . gasp . . . Can't we start off with something EASIER? ! ?
Like what? ?
Like a turtle, maybe? !

Rockhead, guess what! ? ! There's gonna be a little visitor running around your house any minute now!
Tell Shorty Muldoon he ALREADY TOOK my car!
No, Dummy! Atrium is HAVING THE BABY! !
No kiddin'? ! Oh, boy . . . I gotta get over to the hospital right away!


What is it? ! What's wrong with her, Doc? ?
Ever since the baby was born, she's been in a coma! Her brain is functioning on a very low level, and she doesn't know what's going on around her!
Does this mean she's gonna die? !
No, people can live like that indefinitely! YOU'VE been doing it for over 30 years!

My Sister's been like this for days! We have to DO something! I got it! ! Why don't you READ to her! Maybe that'll inspire her to wake up . . .
Good idea! Here goes!
"I am going to school," said Dickie Dare. On the way he met a cow! "Moo, moo," said the cow . . .

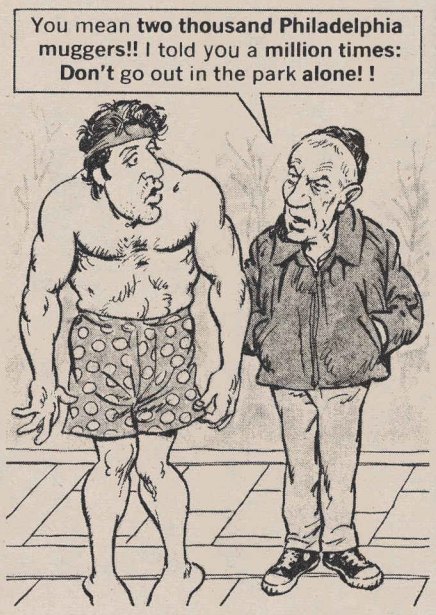

"I am going to school," said Dickie Dare. On the way he met a duck! "Quack, quack," said the duck! "I am going to school," said Dickie Dare . . .

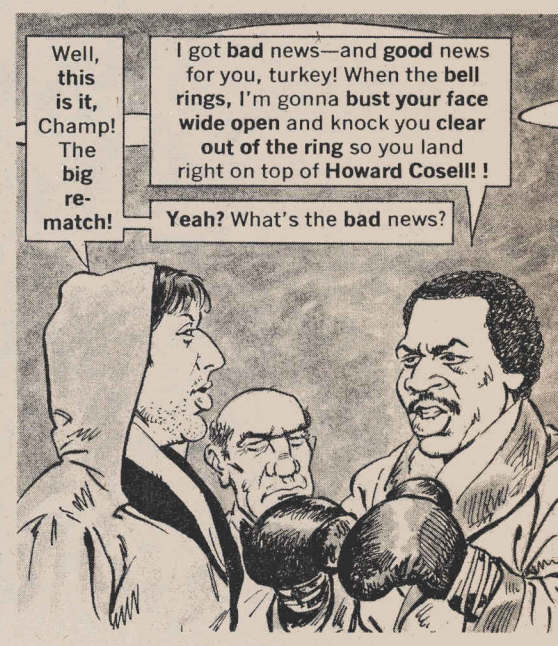
On the way, he met a . . .
Rockhead! It worked! It worked! ! Look, she's up! She snapped out of it! She opened her eyes! !
Be with you in a minute! Just le'me see what happens with the horsie!
DICKIE DARE

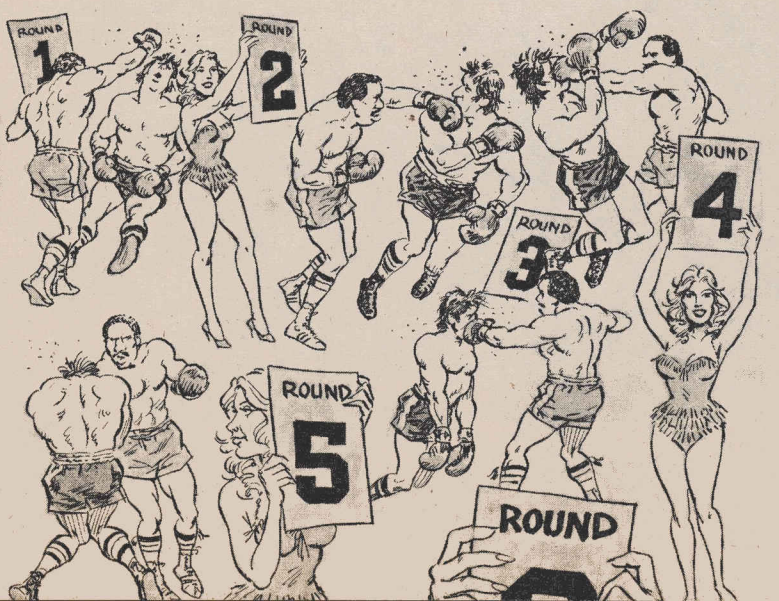
I'm **so** glad you're **okay,** Honey! Is there anything I can **do** for you?
There's **one thing** you **MUST do** if there's **ANY future** for us **at all!**
ANYTHING! I'll cancel the match! ! I'll give up boxing!
No, no . . . **boxing** is **OKAY!** Promise me you'll **give up READING!**

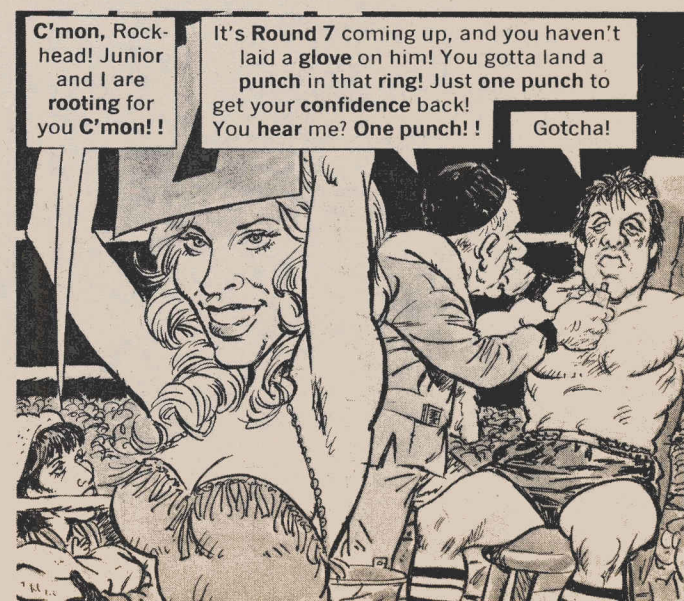
GOTTA RUN, NOW... LIKE ROCKHEAD ONE, NOW...

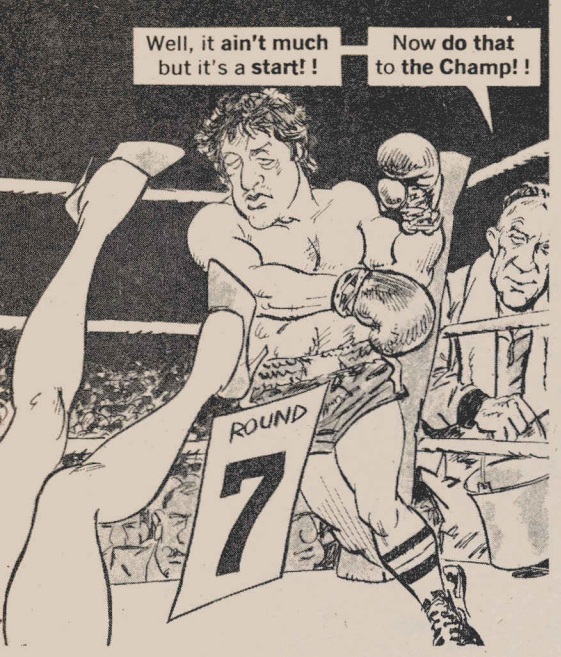
Ain't that something! **Two thousand Rockhead fans . . .**

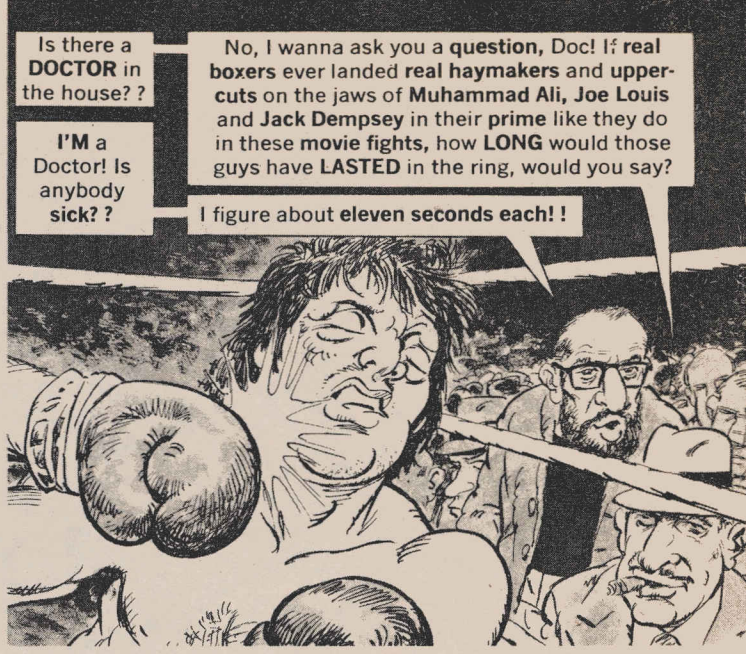

You mean **two thousand Philadelphia muggers!!** I told you a **million times: Don't** go out in the park **alone! !**

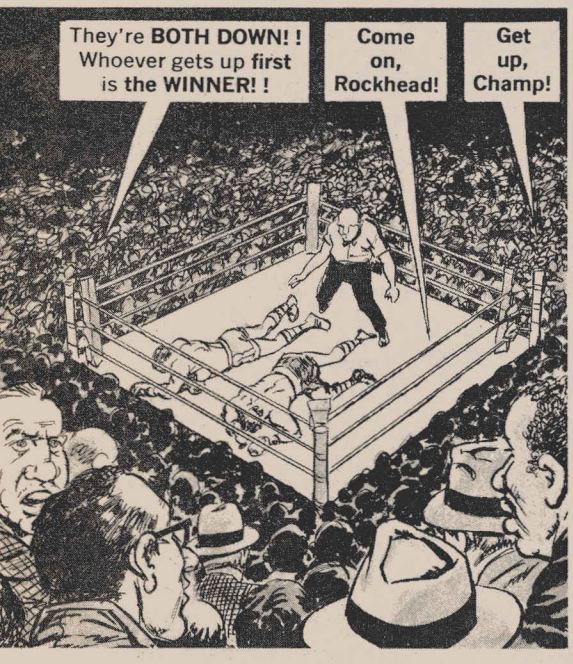

Well, **this is it,** Champ! The **big re-match!**
I got **bad** news—and **good** news for you, turkey! When the **bell rings,** I'm gonna **bust your face wide open** and knock you **clear out of the ring** so you land right on top of **Howard Cosell! !**
Yeah? What's the **bad** news?

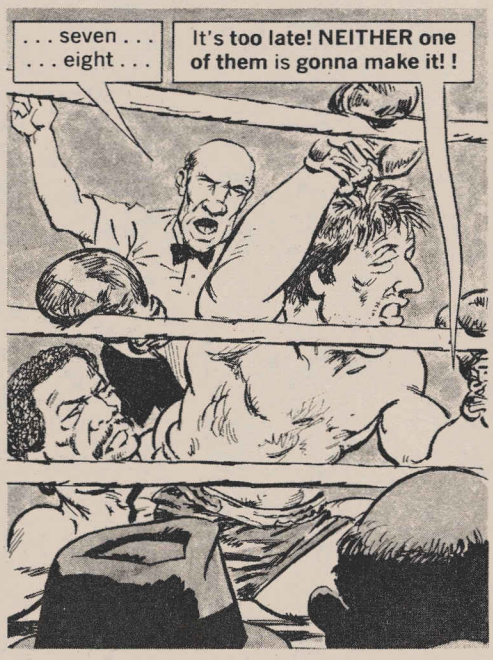

ROUND 1
ROUND 2
ROUND 3
ROUND 4
ROUND 5
ROUND

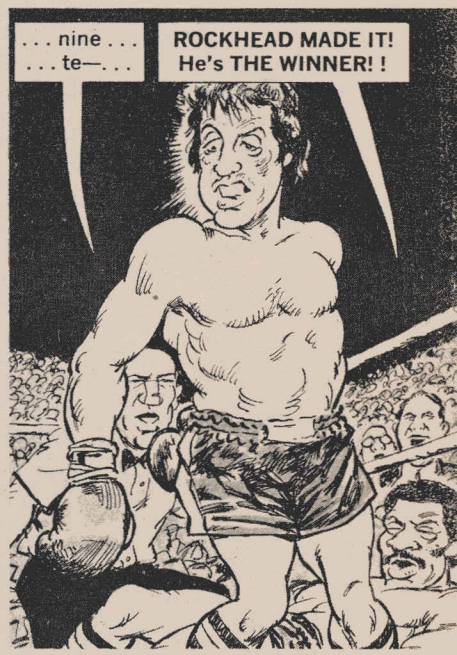

C'mon, Rockhead! Junior and I are **rooting** for you **C'mon! !**
It's **Round 7** coming up, and you haven't laid a **glove** on him! You gotta land a **punch** in that **ring!** Just **one punch** to get your **confidence** back! You **hear** me? **One punch! !**
Gotcha!


Well, it ain't much but it's a start! !
Now do that to the Champ! !
ROUND
7


Is there a DOCTOR in the house? ?
I'M a Doctor! Is anybody sick? ?
No, I wanna ask you a question, Doc! If real boxers ever landed real haymakers and uppercuts on the jaws of Muhammad Ali, Joe Louis and Jack Dempsey in their prime like they do in these movie fights, how LONG would those guys have LASTED in the ring, would you say?
I figure about eleven seconds each! !

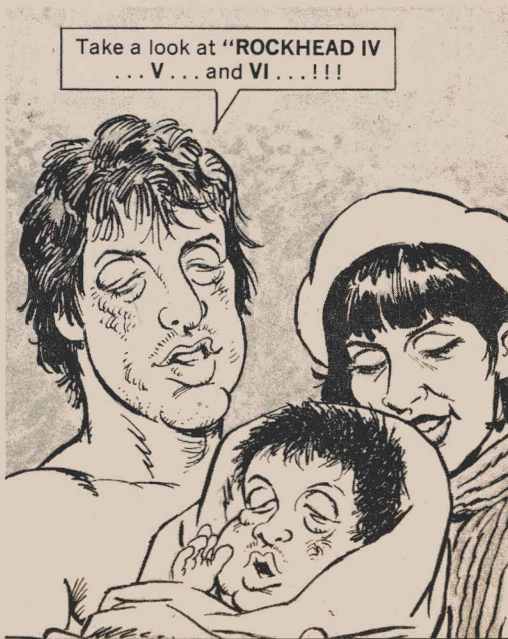

They're BOTH DOWN! ! Whoever gets up first is the WINNER! !
Come on, Rockhead!
Get up, Champ!


. . . seven . . .
. . . eight . . .
It's too late! NEITHER one of them is gonna make it! !


. . . nine . . .
. . . te—. . .
ROCKHEAD MADE IT! He's THE WINNER! !

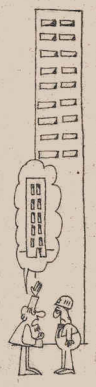
How'd you do it, Rockhead? How did you get to your feet before the Champ? ?
Sheer courage, grim determination . . . and mainly, I sat on Junior's DIAPER PIN! !

Well . . . that's it! After I do "Rockhead III", I'm hanging up my gloves and my movie career for good! !
You mean that's going to be the end of the "Rockhead" saga forever?
Are you kidding? Why it's practically just beginning! !


Take a look at "ROCKHEAD IV . . . V . . . and VI . . . ! ! !

HOW MUCH IS ON FIRST? DEPT.

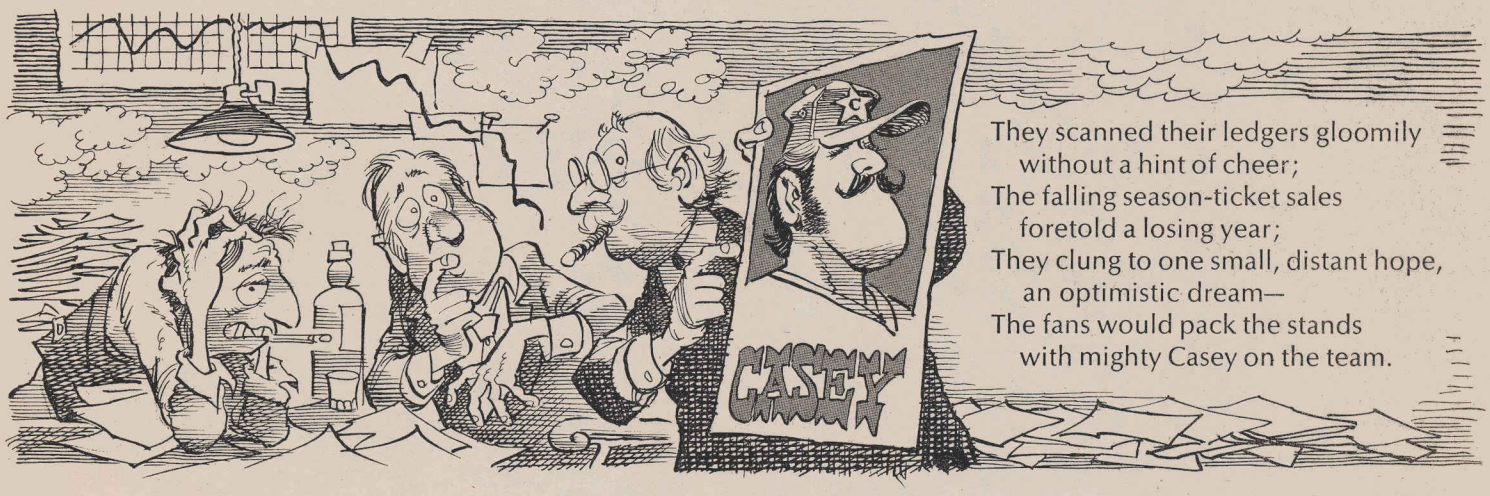
If Ernest Lawrence Thayer were still around, he'd probably agree that his "Casey at the Bat" is hopelessly out-of-date. Baseball has changed a lot over the years, and today balls and strikes don't seem nearly as important as negotiations, high salaries and players' fringe benefits. Our National Pastime has become a battle for the Big Money, which means it's time to rewrite "Casey at the Bat" and retitle it



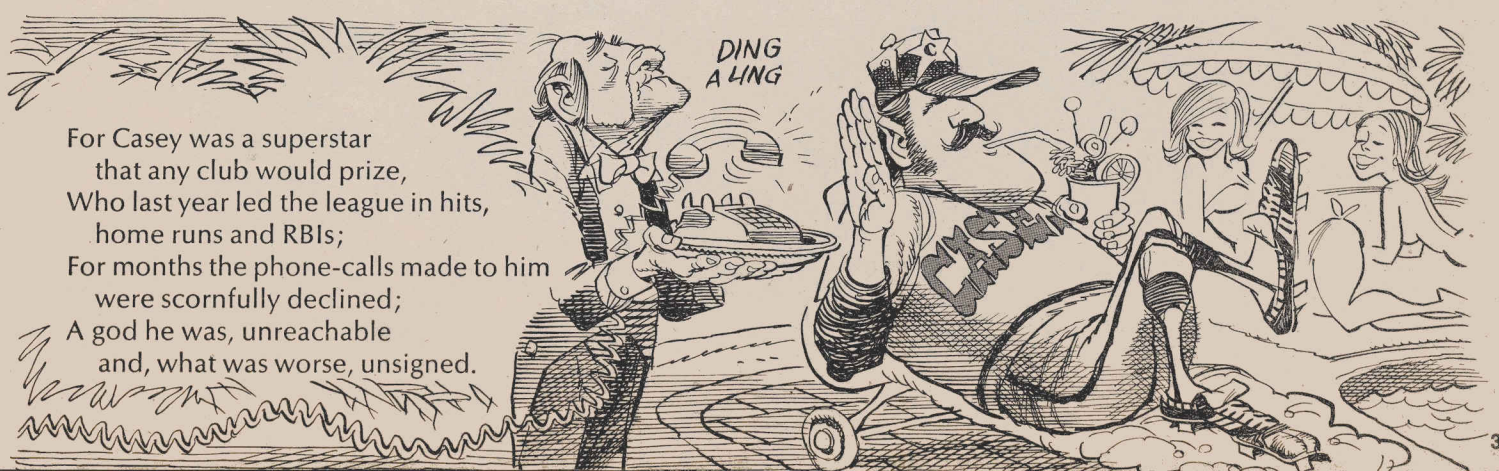
CASEY AT THE TALKS

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

It looked extremely rocky
for the famous Mudville nine;
The season was upon them
and the outfield wouldn't sign;
And when Fenwick turned free agent
and Moran went into flicks,
The owners shook their heads and moaned
"We're in a dreadful fix."



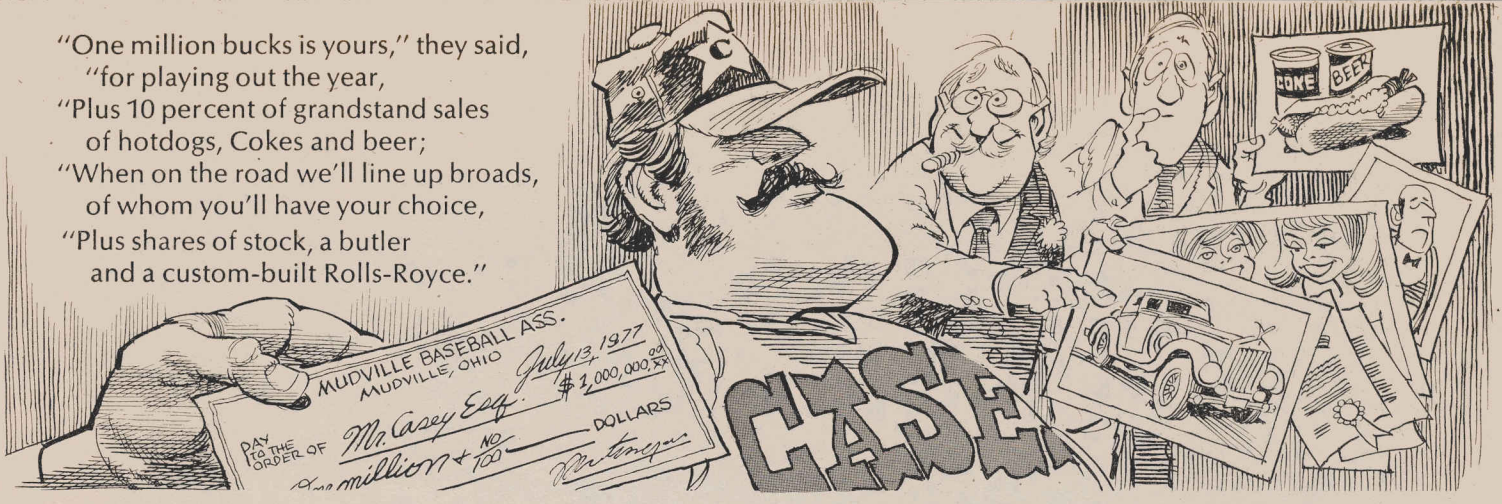
They scanned their ledgers gloomily
without a hint of cheer;
The falling season-ticket sales
foretold a losing year;
They clung to one small, distant hope,
an optimistic dream—
The fans would pack the stands
with mighty Casey on the team.

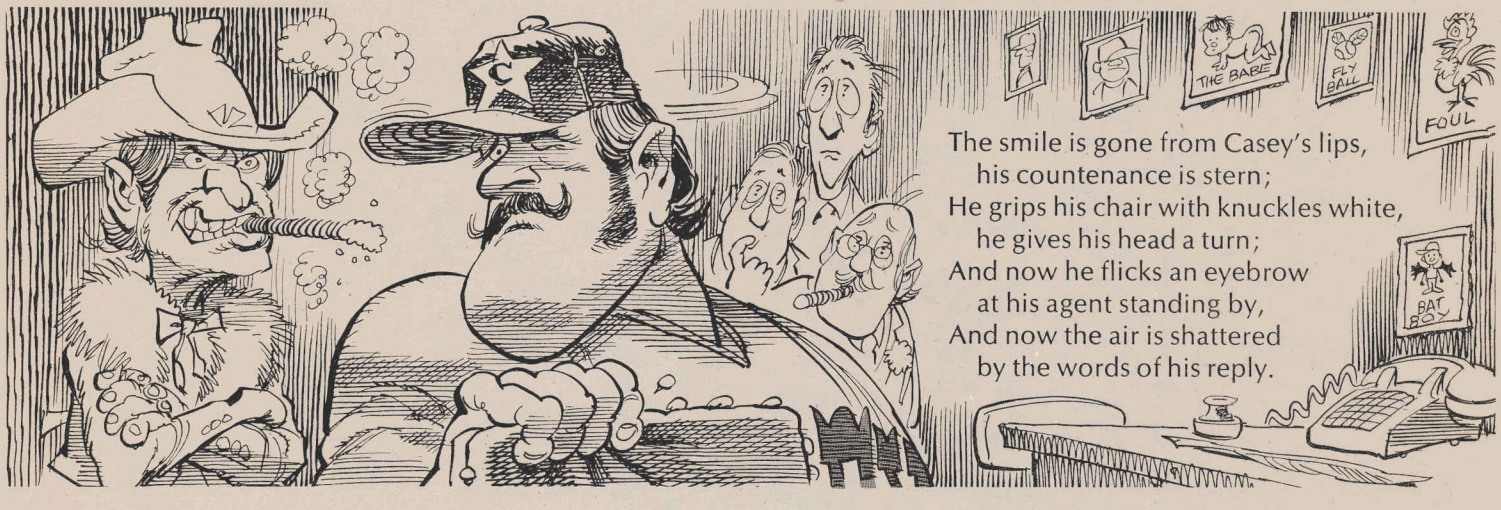


For Casey was a superstar
that any club would prize,
Who last year led the league in hits,
home runs and RBIs;
For months the phone-calls made to him
were scornfully declined;
A god he was, unreachable
and, what was worse, unsigned.

Then from an outer corridor
there rose a mighty shout;
It rattled the reception desk
and shook the walls throughout;
It thundered through the offices
in one tremendous roar,
For Casey, mighty Casey,
was advancing through the door.
CASEY
There was pride in Casey's manner,
there was class in Casey's style,
As he touched each owner's hand
and gave a patronizing smile;
He'd brought with him six solemn men,
their faces grim and grave—
Two lawyers, three accountants
And his business agent, Dave.
SLURP!
The owners lauded Casey's clothes,
extolled his wavy hair;
They kissed the leather of his shoes
and knelt beside his chair;
They laid before him fruit and wine
and then a full-course meal,
But Casey merely raised his hand
and murmured, "What's your deal?"
1492

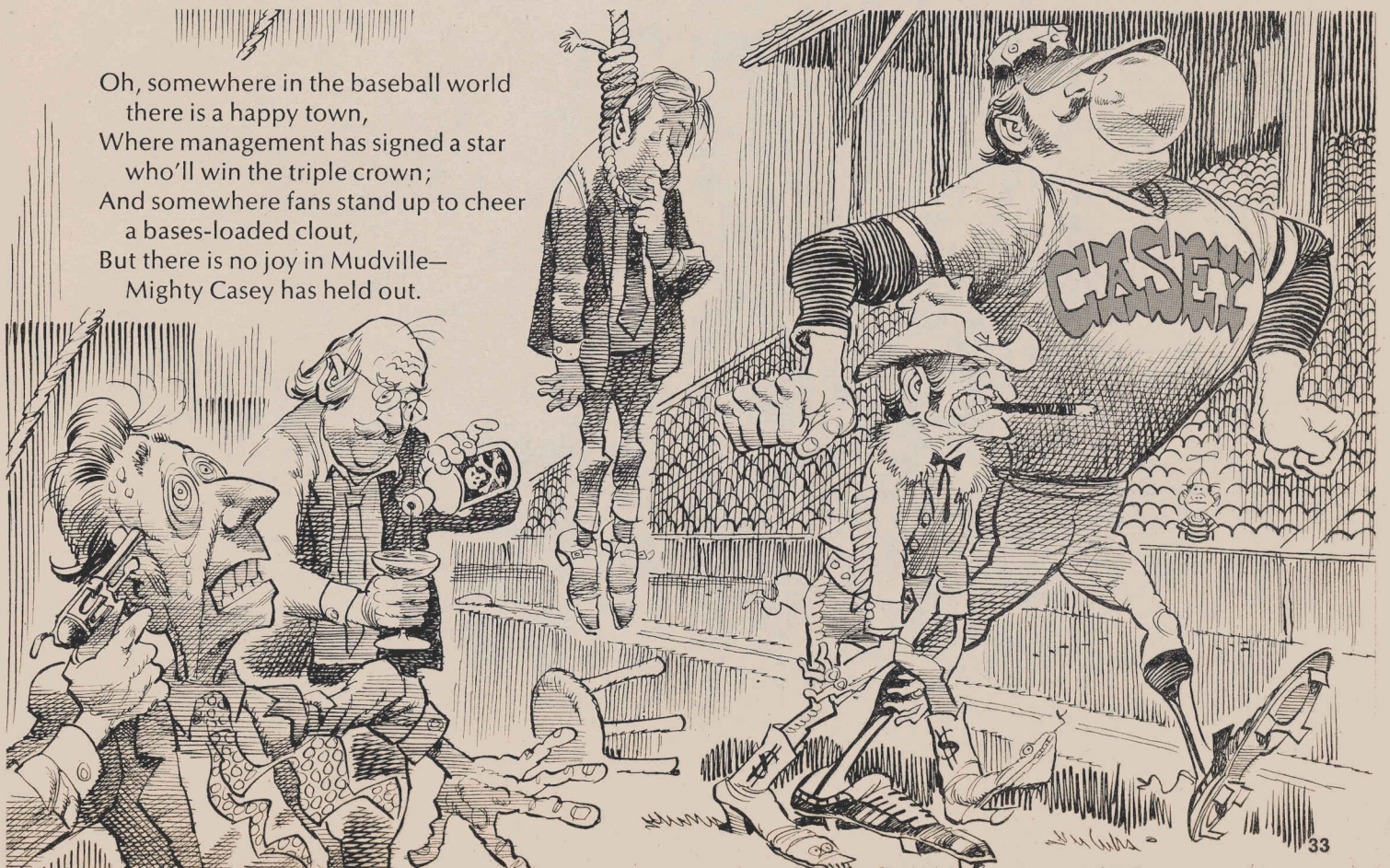
"One million bucks is yours," they said,
"for playing out the year,
"Plus 10 percent of grandstand sales
of hotdogs, Cokes and beer;
"When on the road we'll line up broads,
of whom you'll have your choice,
"Plus shares of stock, a butler
and a custom-built Rolls-Royce."





The smile is gone from Casey's lips,
his countenance is stern;
He grips his chair with knuckles white,
he gives his head a turn;
And now he flicks an eyebrow
at his agent standing by,
And now the air is shattered
by the words of his reply.

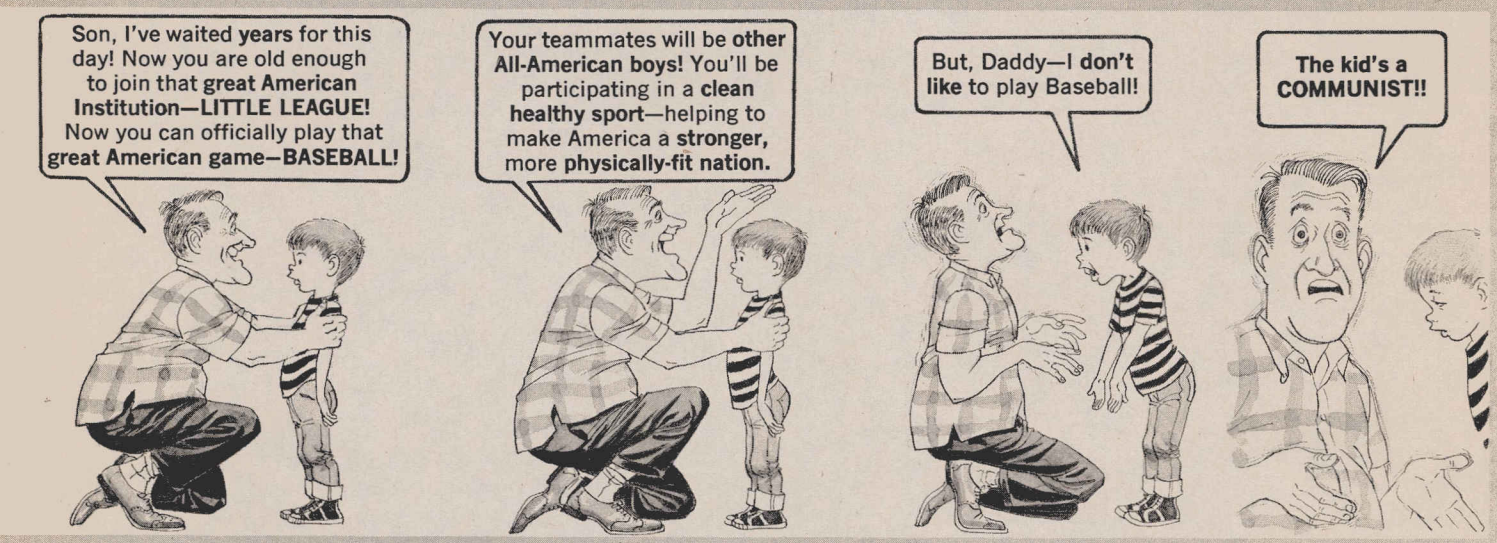
Oh, somewhere in the baseball world
there is a happy town,
Where management has signed a star
who'll win the triple crown;
And somewhere fans stand up to cheer
a bases-loaded clout,
But there is no joy in Mudville—
Mighty Casey has held out.

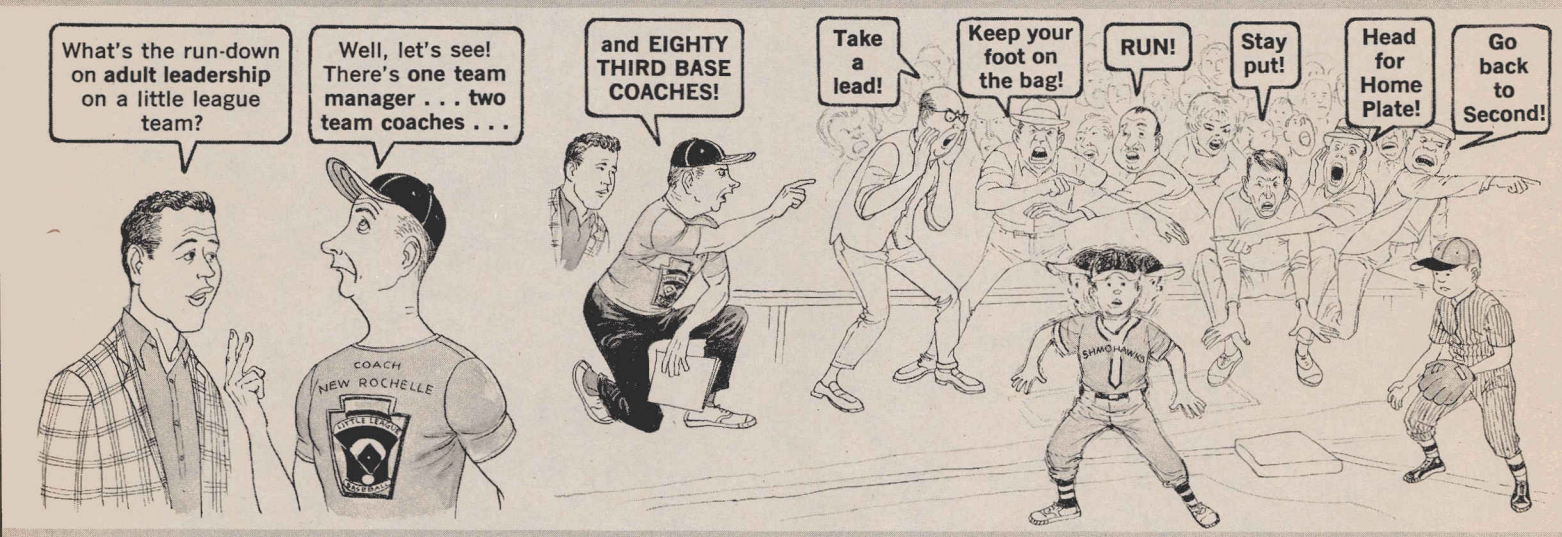


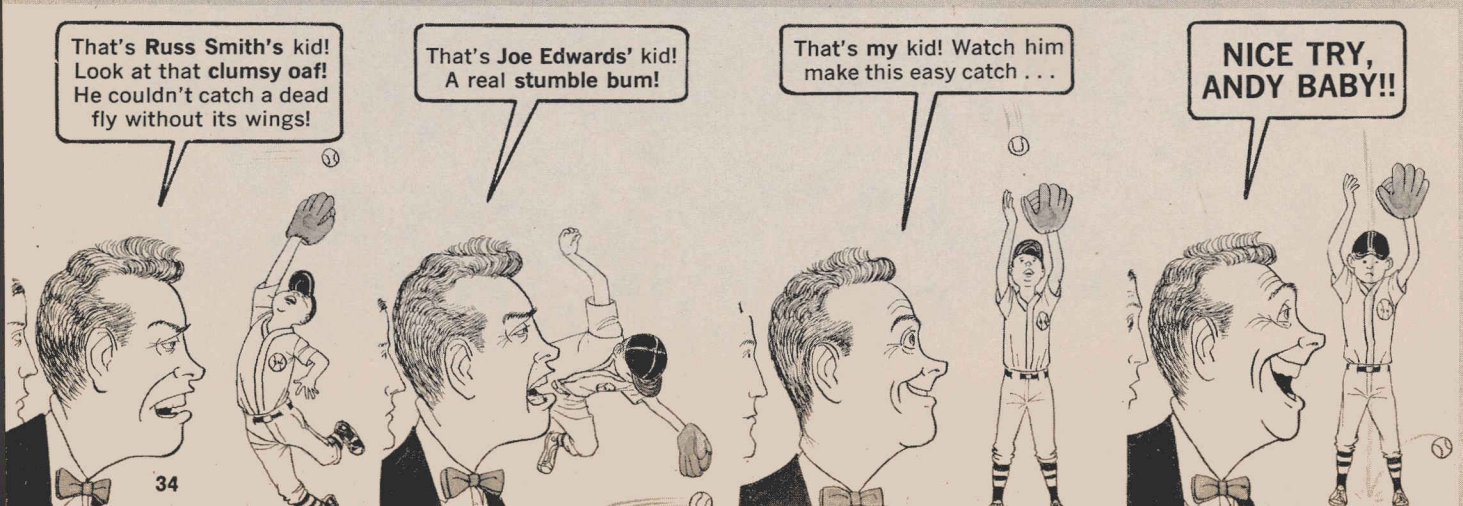
BERG'S-EYE VIEW DEPT.

Dave Berg once coached a Little League team, so he knows something about the subject. He may even agree with the critics of this Junior Sport who say, "Get the parents out of Little League and give it back to the kids!" Certainly all the players on the Little League team Dave coached will agree! They lost every game!

THE LIGHTER SIDE OF little

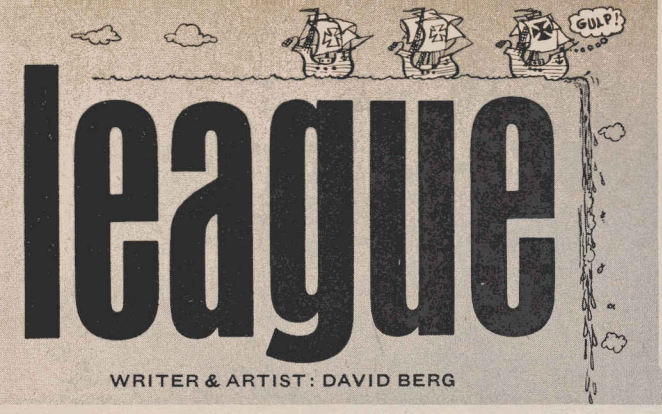


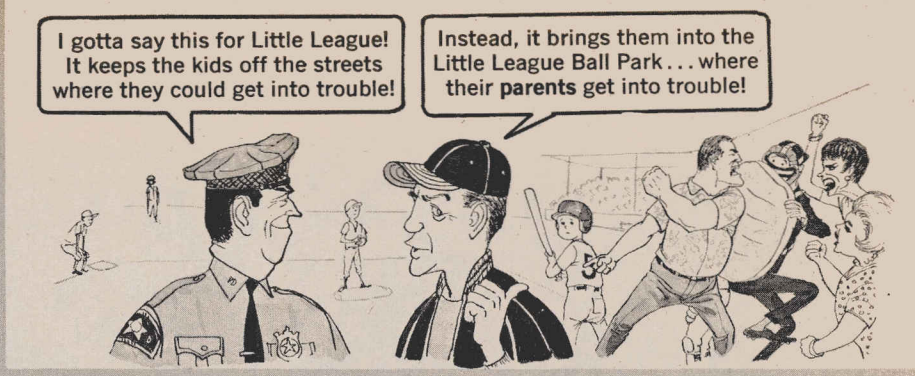


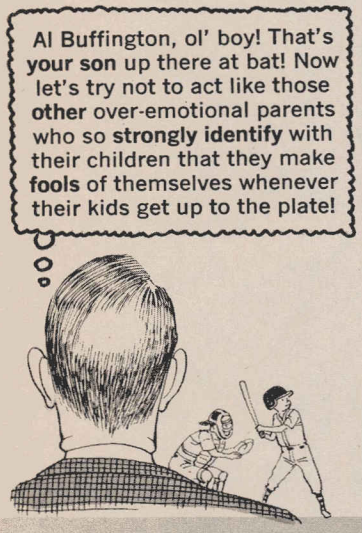


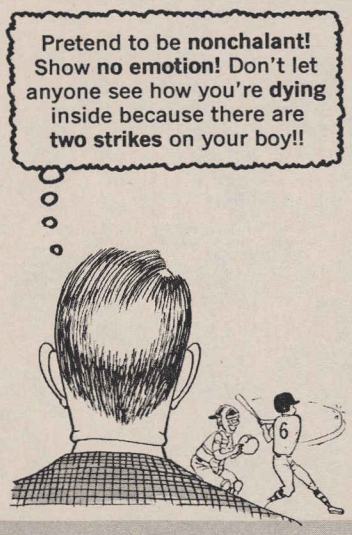
league

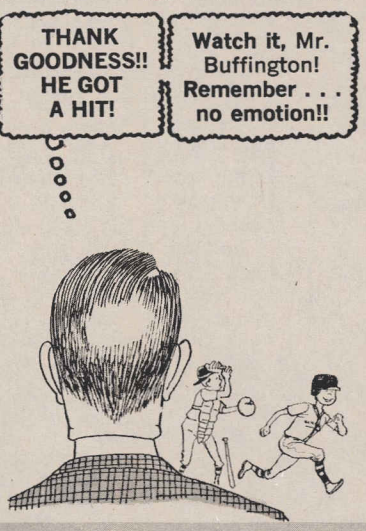
WRITER & ARTIST: DAVID BERG

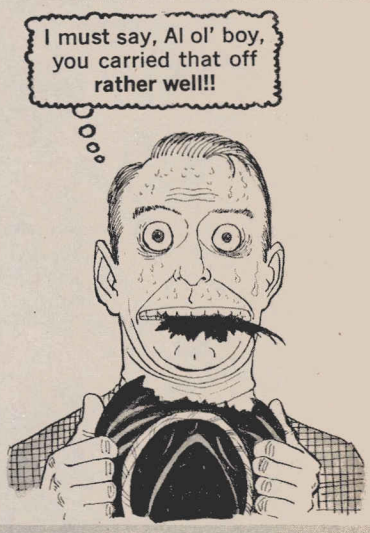


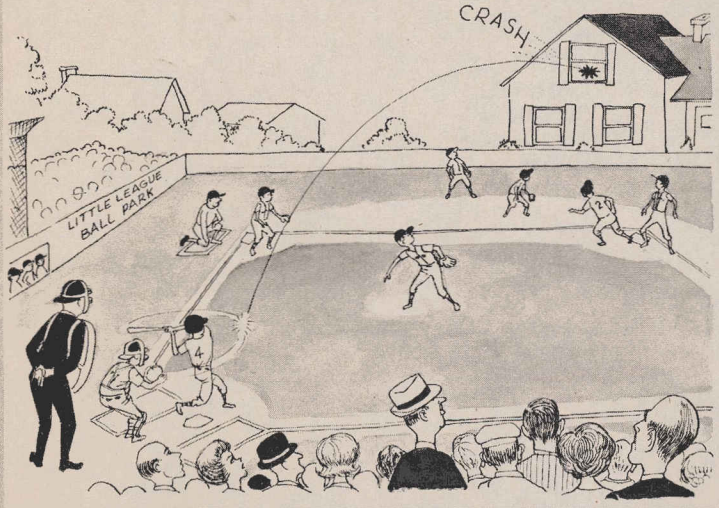


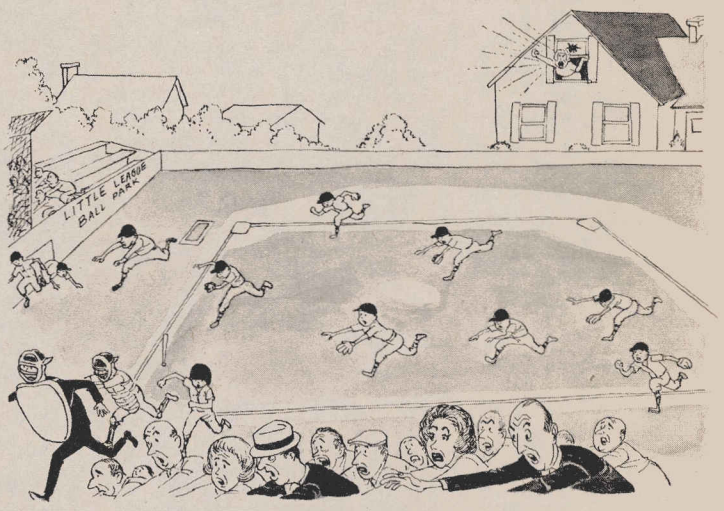


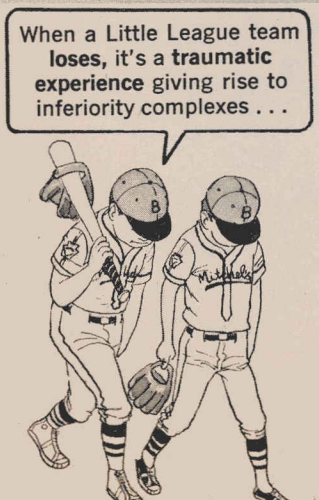


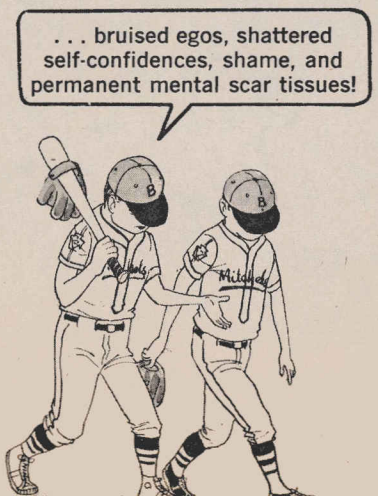


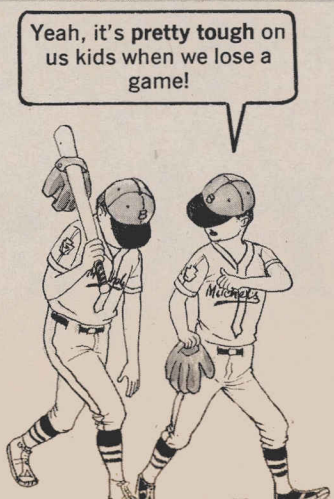


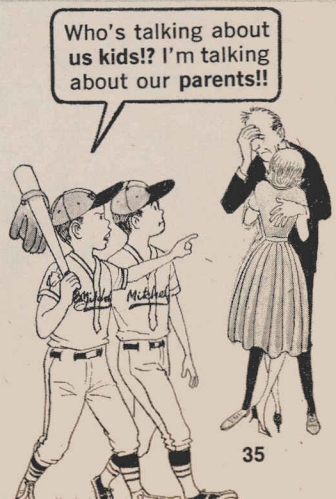




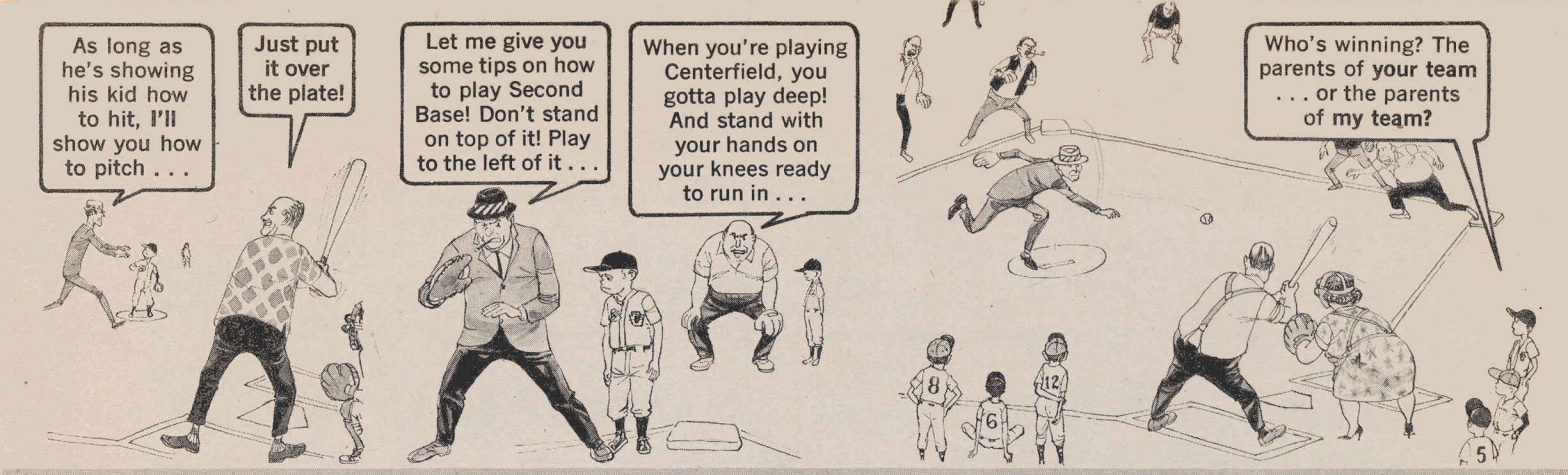


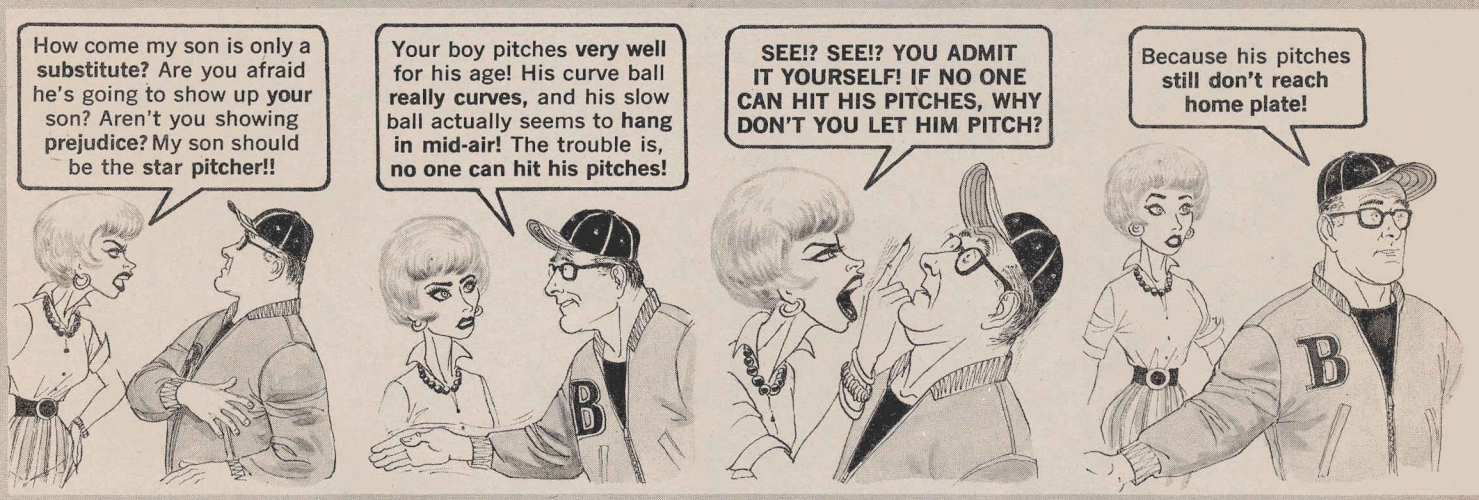


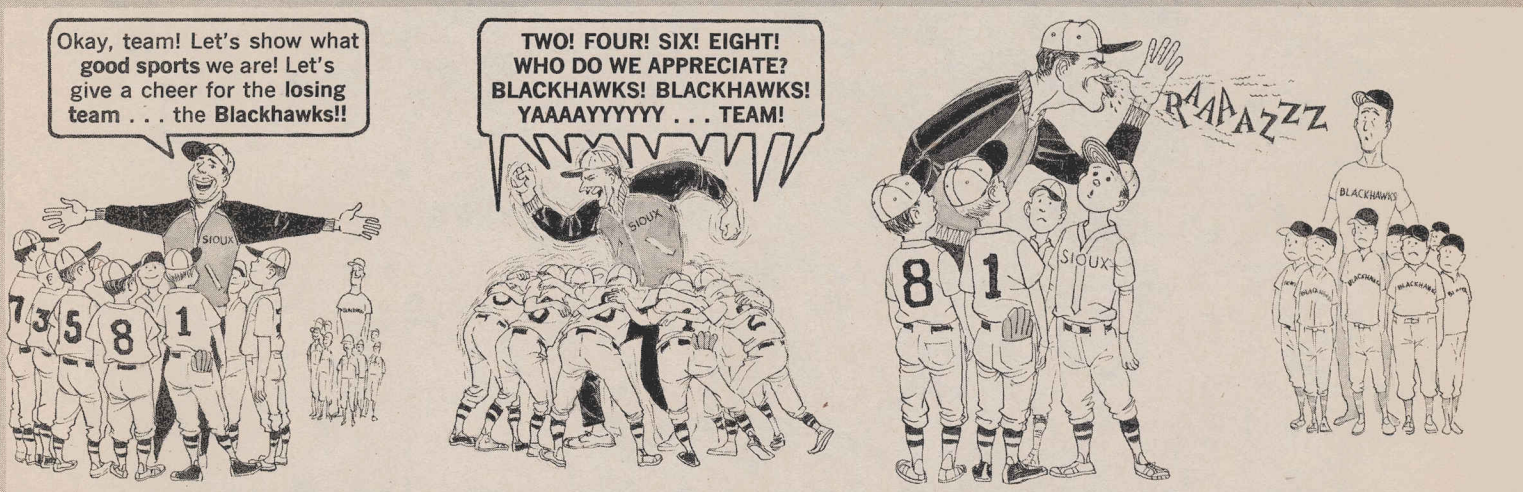




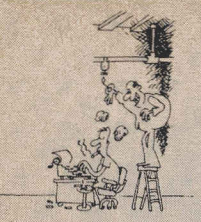
My son has an I.Q. of 130!
That's nothing! My son has an I.Q. of 140!!
Big deal! My son has a BATTING AVERAGE of .440!!!
Hold it, son! Let me show you how to hit the ball! You're standing in the bucket . . .
But, Daddy! It's the middle of the game!
Hold it! I'm calling this game on account of darkness!
WHAT!? It's the fifth inning! That means it's an official game! And it also means my team loses! There's plenty of light left to play! Give my boys a chance to catch up!
It's dangerous for kids to play when they can't see a pitched ball!
Who can't see a pitched ball! The sun's still shining!
G'wan. The sun set at 7:22—and it's eight o'clock now!
Eight o'clock? You're out of your ever-lovin' mind! Le'me see that watch . . .
Okay! So it's eight o'clock! I still say there's plenty of light left to play . . .
STRIKE THREE! YOU'RE OUT!! That's one away!
STRIKE THREE! YOU'RE OUT!! That's two away!
STRIKE THREE! YOU'RE OUT— AND THE GAME IS OVER!!
YOU LOST THE GAME FOR US!!
He was SAFE!
He was OUT!
He was SAFE!
He was OUT!
He was SAFE!
He was OUT!


As long as he's showing his kid how to hit, I'll show you how to pitch . . .
Just put it over the plate!
Let me give you some tips on how to play Second Base! Don't stand on top of it! Play to the left of it . . .
When you're playing Centerfield, you gotta play deep! And stand with your hands on your knees ready to run in . . .
Who's winning? The parents of **your team** . . . or the parents of **my team?**


How come my son is only a **substitute?** Are you afraid he's going to show up **your** son? Aren't you showing **prejudice?** My son should be the **star pitcher!!**
Your boy pitches **very well** for his age! His curve ball **really curves,** and his slow ball actually seems to **hang in mid-air!** The trouble is, **no one can hit his pitches!**
SEE!? SEE!? YOU ADMIT IT YOURSELF! IF NO ONE CAN HIT HIS PITCHES, WHY DON'T YOU LET HIM PITCH?
Because his pitches **still don't reach home plate!**


Okay, team! Let's show what **good sports** we are! Let's give a cheer for the **losing team** . . . the **Blackhawks!!**
TWO! FOUR! SIX! EIGHT! WHO DO WE APPRECIATE? BLACKHAWKS! BLACKHAWKS! YAAAAYYYYYY . . . TEAM!
RAAAAZZZ

He was **SAFE!**
He was **OUT!**
He was **SAFE!**
He was **OUT!**
Will you two **forget it already!? It's been TWO YEARS!!**
SLAM



OSCILLATING FANS DEPT.

Whenever we go to a sporting event, and things get dull and boring on the playing field . . .which happens quite often in the New York area, what with the Mets, Nets,

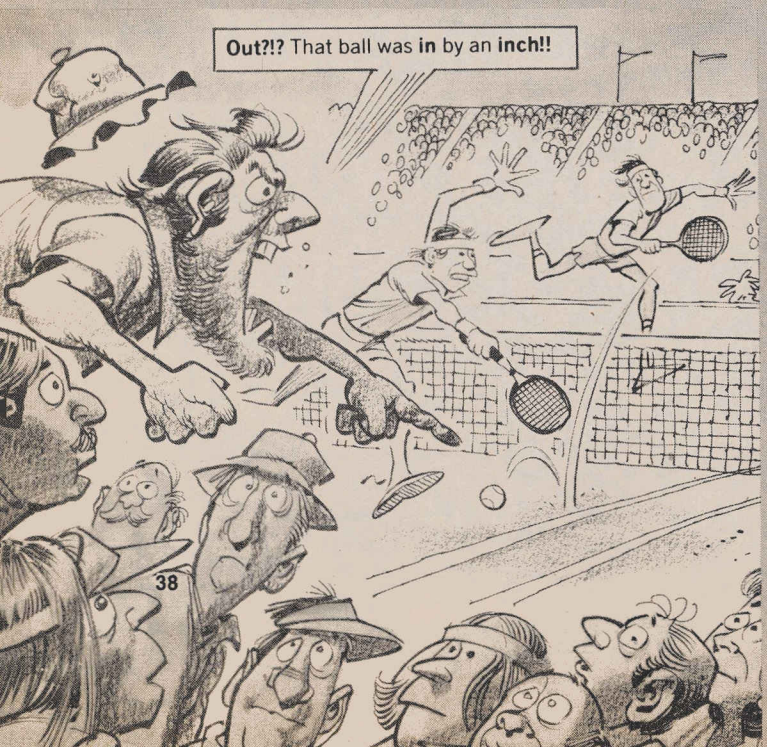
AFTER THE G

ARTIST: JACK DAVIS

MR. MACHO . . . AT THE GAME

. . . AND AFTER THE GAME IS OVER

THE EAGLE EYE . . . AT THE GAME



. . . AND AFTER THE GAME IS OVER

Giants, Devils, etc. . . .we amuse ourselves by looking around at all the characters in the stands (not including ourselves) and wondering what these weirdos are like–

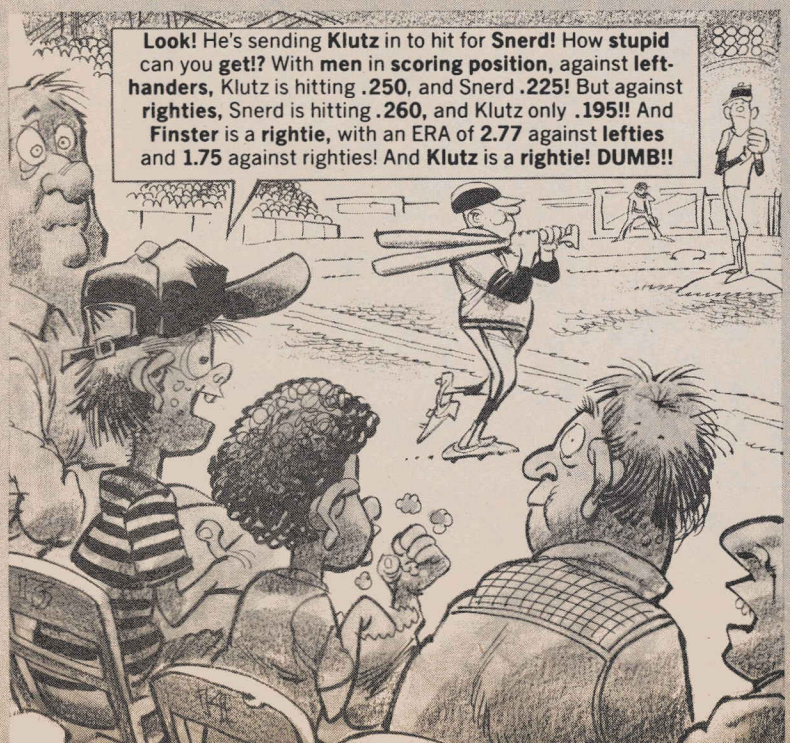
AME IS OVER

WRITER: LOU SILVERSTONE

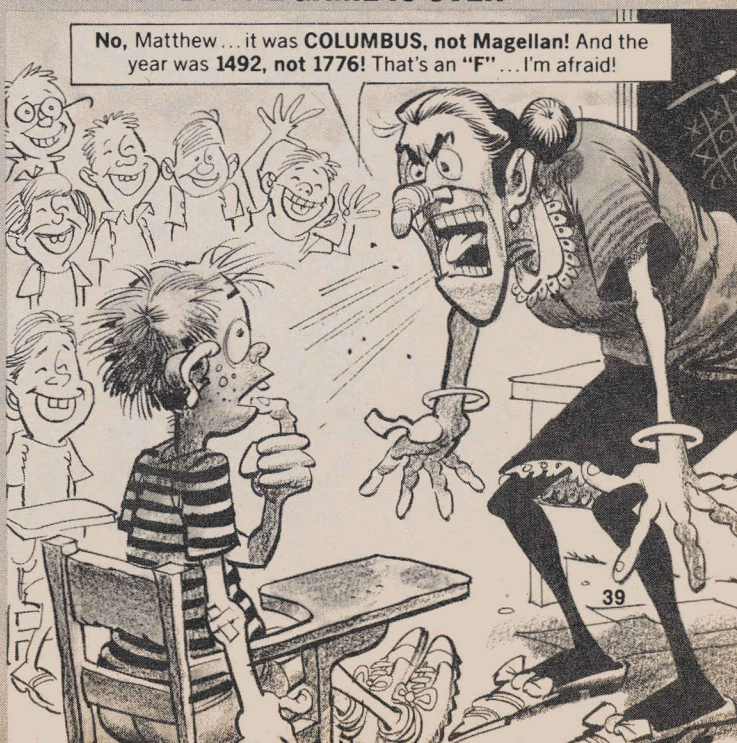
THE ELECTRONIC WHIZ . . . AT THE GAME

. . . AND AFTER THE GAME IS OVER

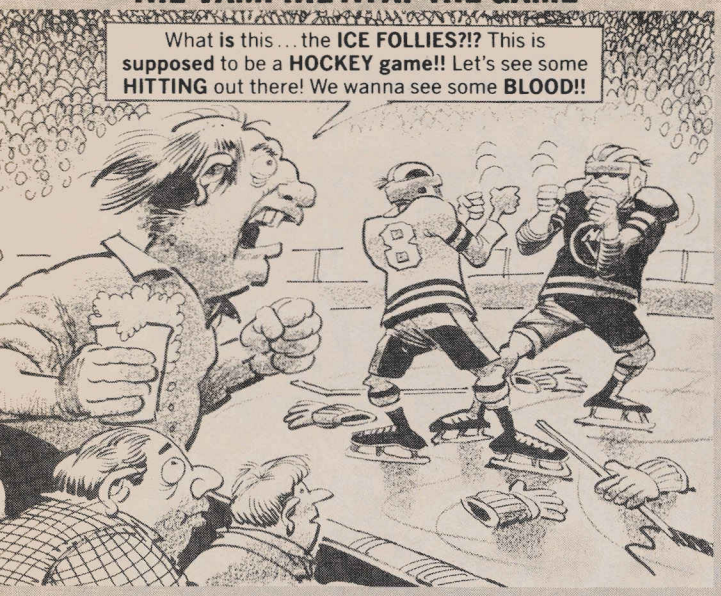
THE HUMAN COMPUTER . . . AT THE GAME



. . . AND AFTER THE GAME IS OVER



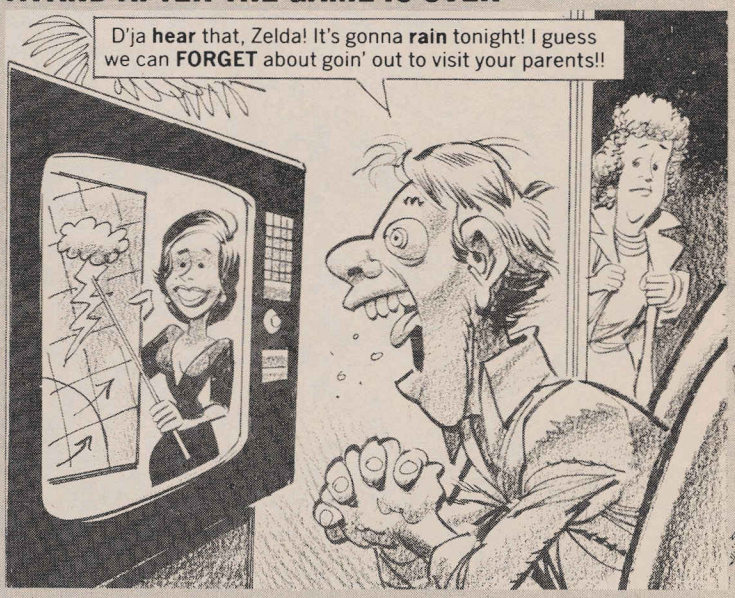
THE VAMPIRE ... AT THE GAME



... AND AFTER THE GAME IS OVER

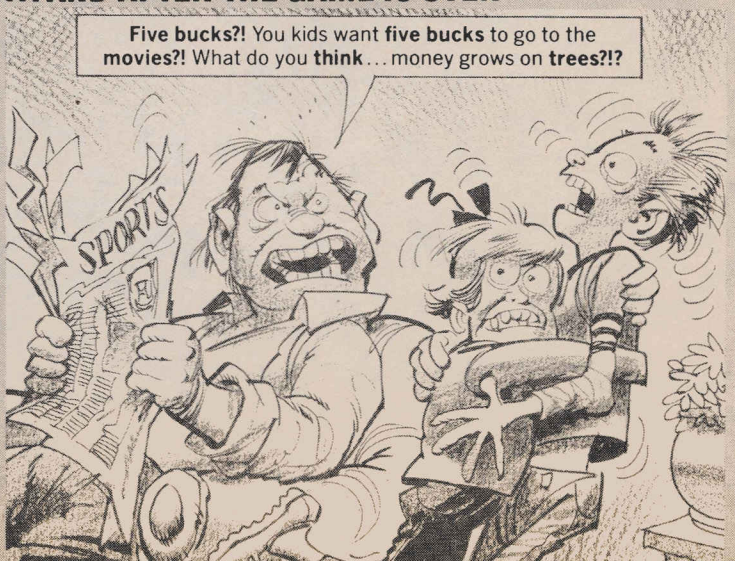
THE HARDY SOUL ... AT THE GAME

... AND AFTER THE GAME IS OVER



THE BIG SPENDER ... AT THE GAME

... AND AFTER THE GAME IS OVER



SPOOKIING FROM PICTURES DEPT.

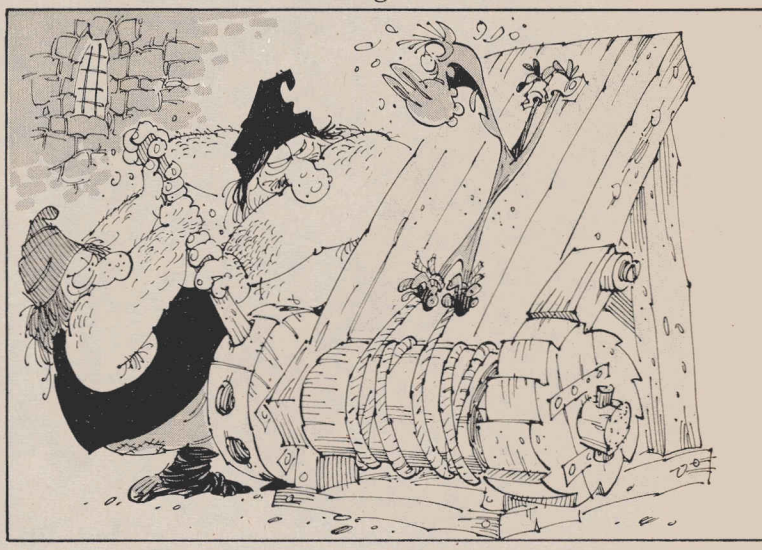
Hey, gang! Here's a twist on MAD's nutty "Cliché Monster" game! Namely, take any familiar "Sports" phrase or "Sports expression, give it an eerie, gothic setting so you create a disgusting new horror creature, and you're playing at

HORRIFYING SPORTS CLICHÉS

ARTIST: PAUL COKER WRITER: FRANK JACOBS

Advancing On A WILD PITCH

Stretching A SINGLE

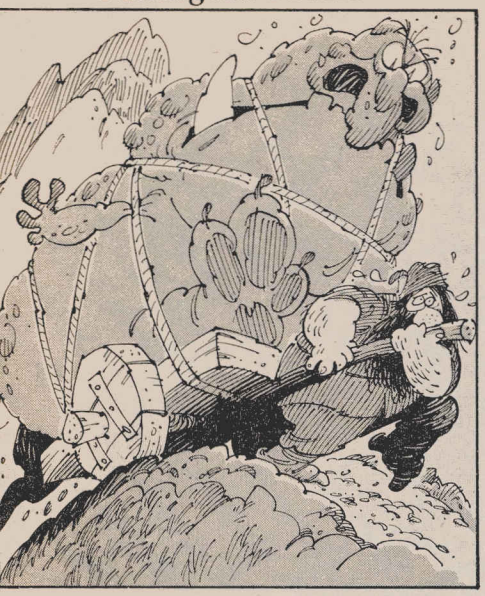


Sinking A PUTT

Sitting On A LEAD

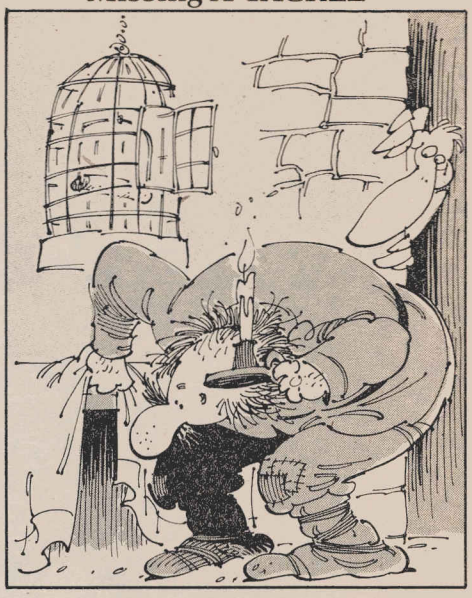
Returning A SERVE

Pulling An UPSET

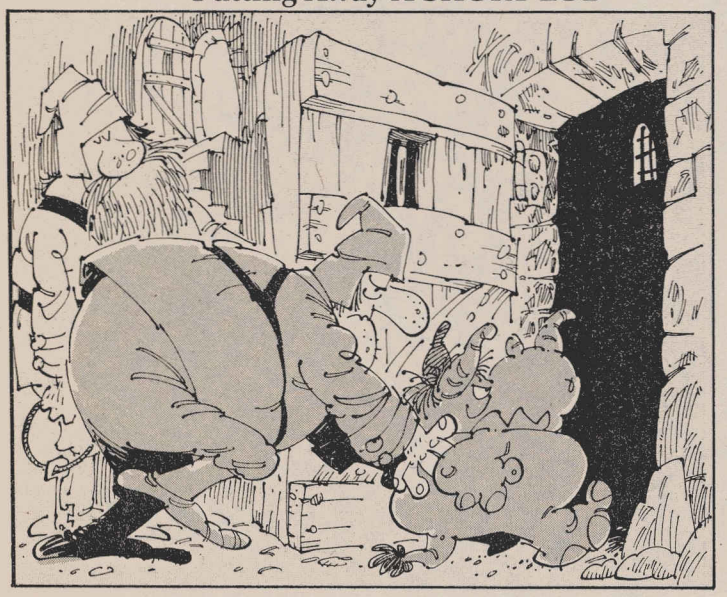


Dragging A BUNT

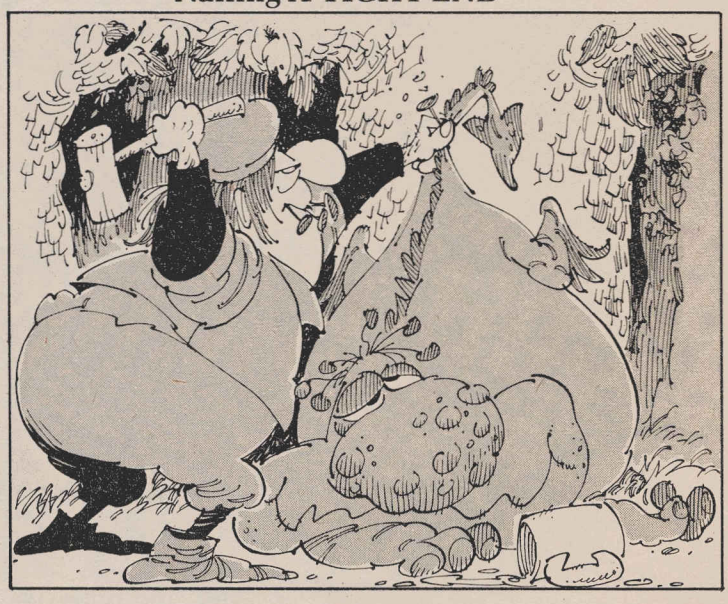
Missing A TACKLE



Putting Away A SHORT LOB



Nailing A TIGHT END



Icing A PUCK

Stealing a BASE

Committing An ERROR

Covering A WIDE RECEIVER

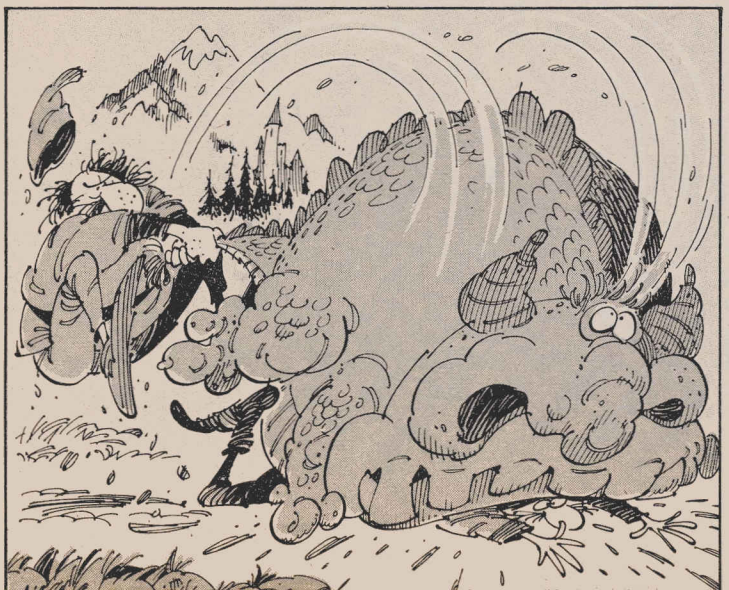
Getting Wind Of A TRADE

Stabbing A LINER

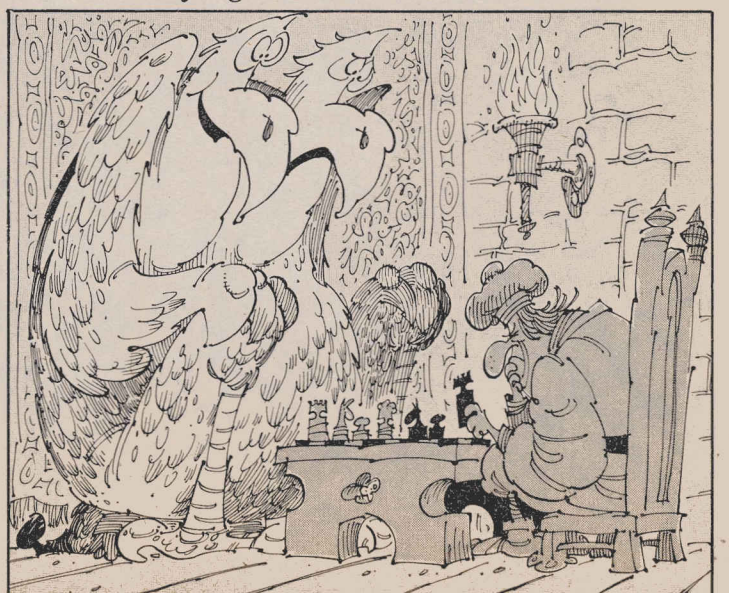
Drawing A FOUL

Slicing A DRIVE

Getting Hit With A PENALTY

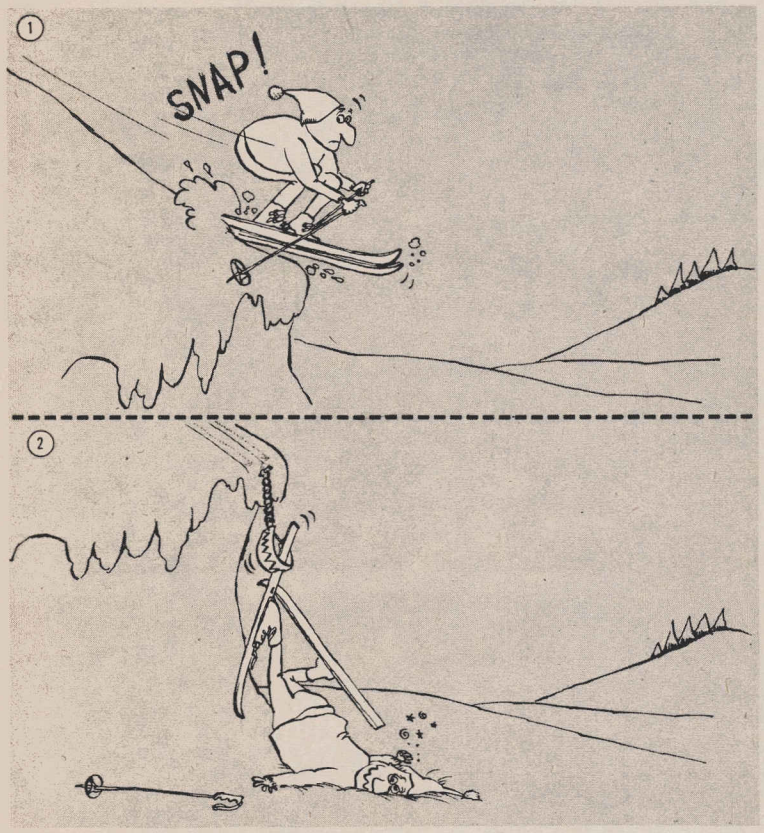


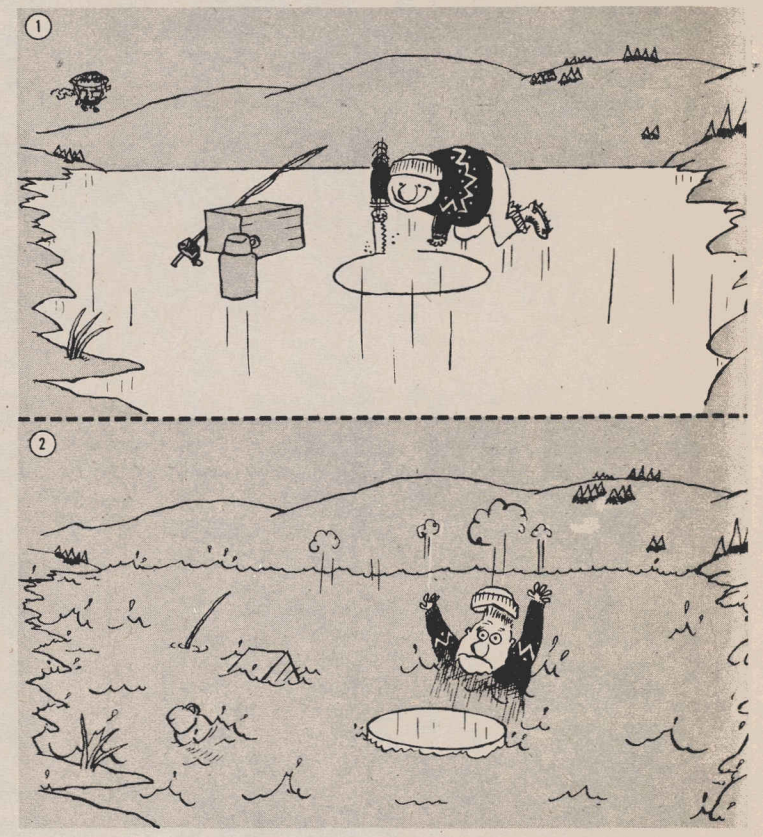
Playing a DOUBLEHEADER

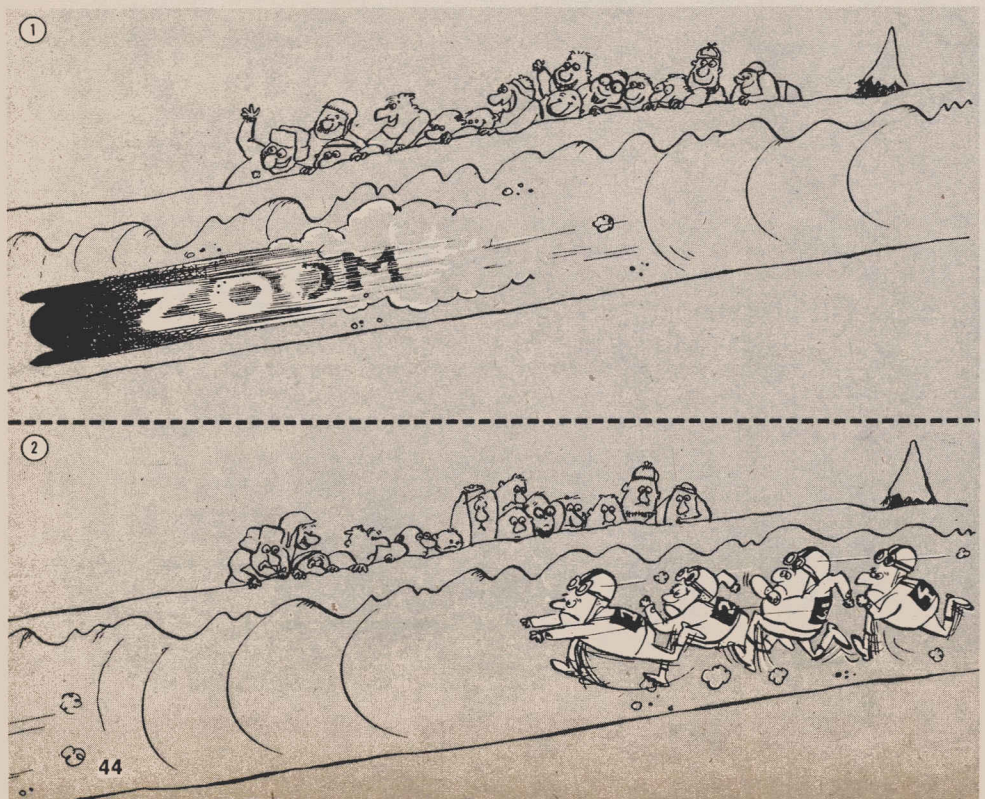


ICE-ELATION DEPT.

A MAD LOOK AT WINTER

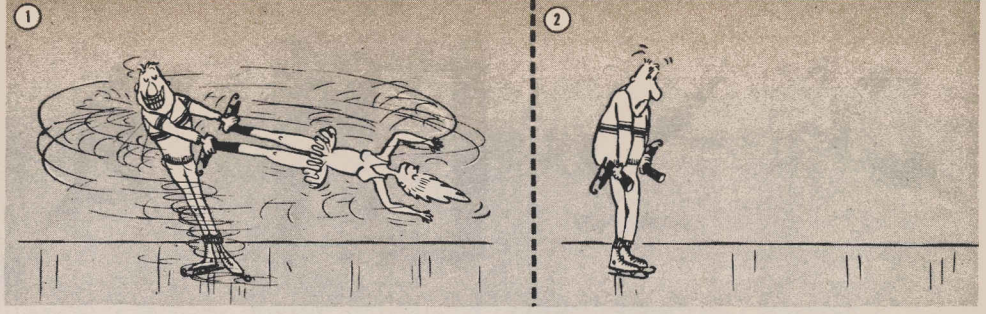


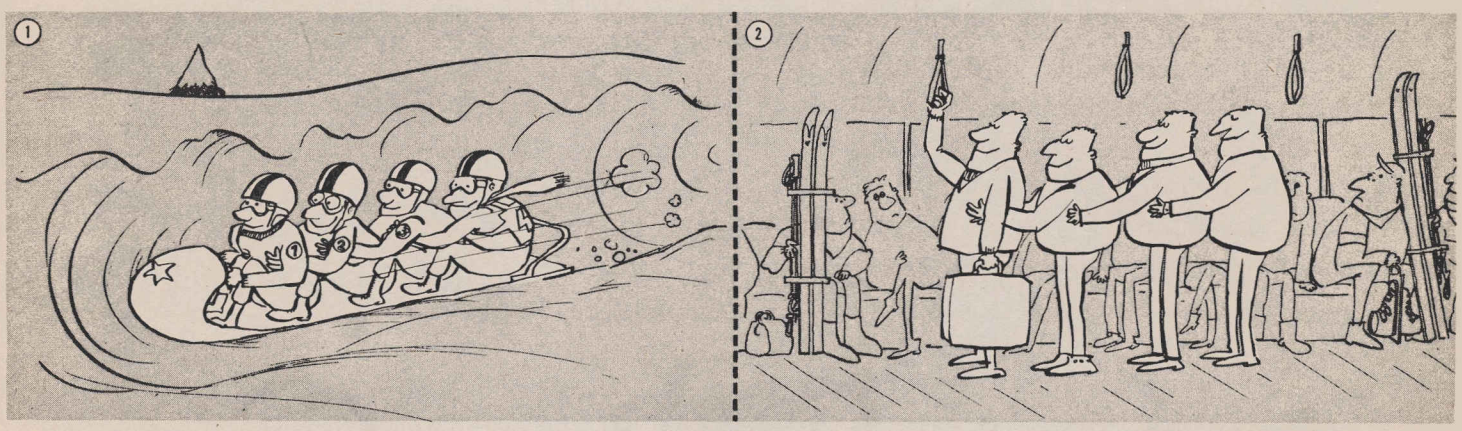


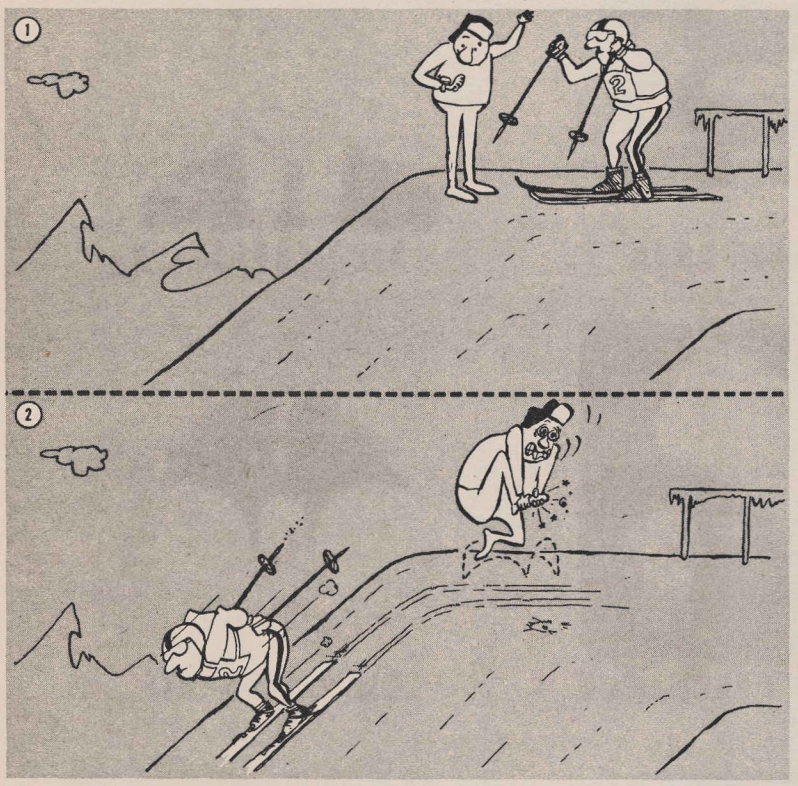


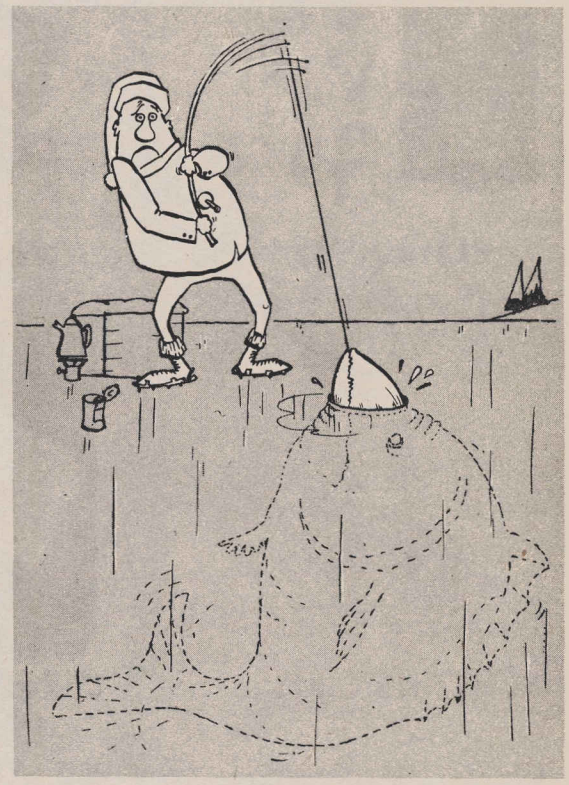
SPORTS

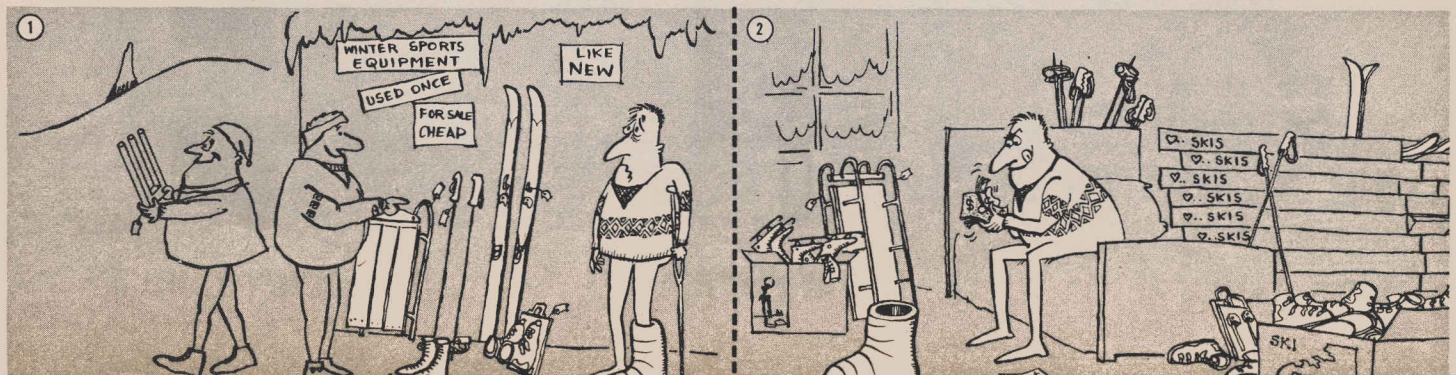
ARTIST & WRITER: SERGIO ARAGONES

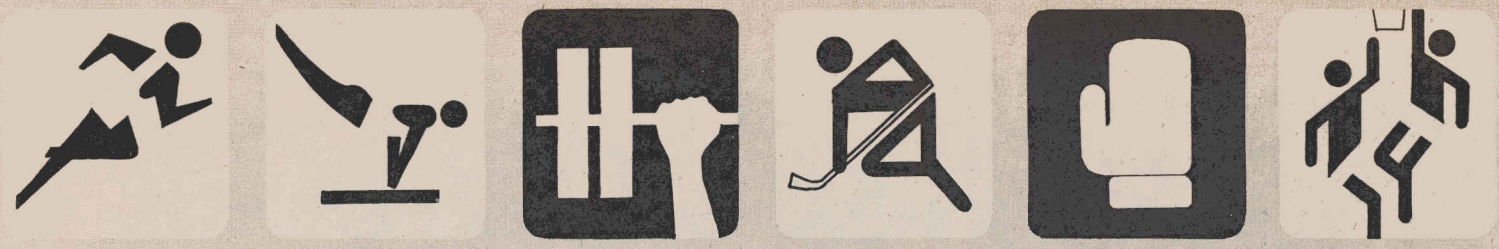












SIGNS OF THE CRIMES DEPT.

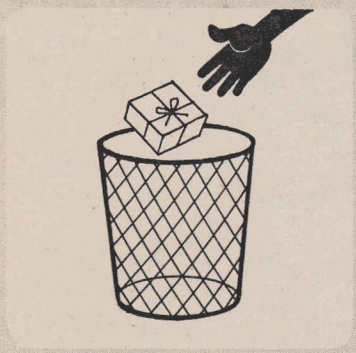
The above signs are examples of the "International Symbols for Olympic Events" that have been used over the years to guide those who attended the games. But this July and August, millions of tourists will be descending upon Los Angeles to attend the Summer Olympic Games in the U.S.A., and MAD believes there should be some special

INTERNATIONAL SYMBOLS FOR OTHER OLYMPIC HIGHLIGHTS

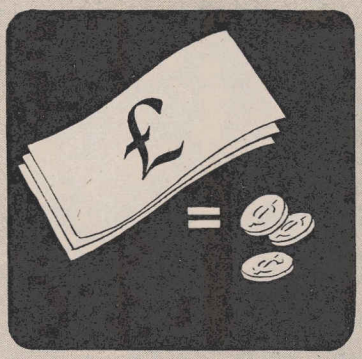
RESTROOMS

PARKING AREA

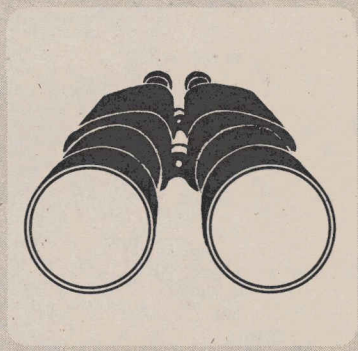
LATE TICKET SALES



SOUVENIR GIFTS

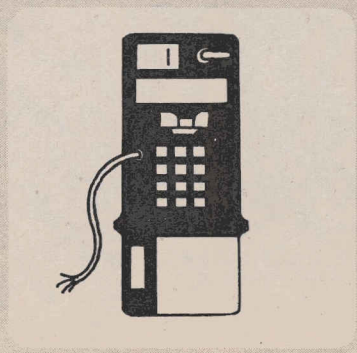


CURRENCY EXCHANGE

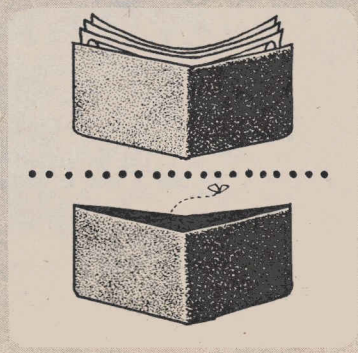


LOW PRICE SEATS

VENDING MACHINES



PAY PHONES



LOST AND FOUND

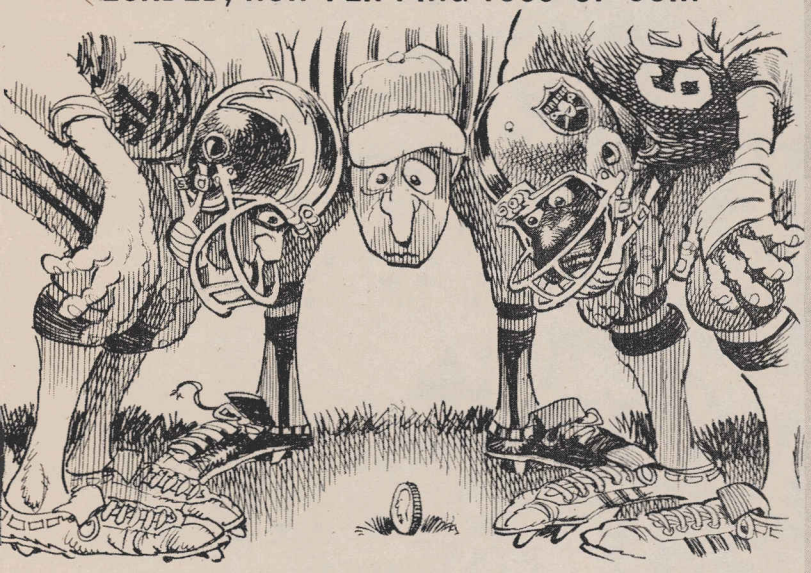
ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

FUN IN GAMES DEPT.

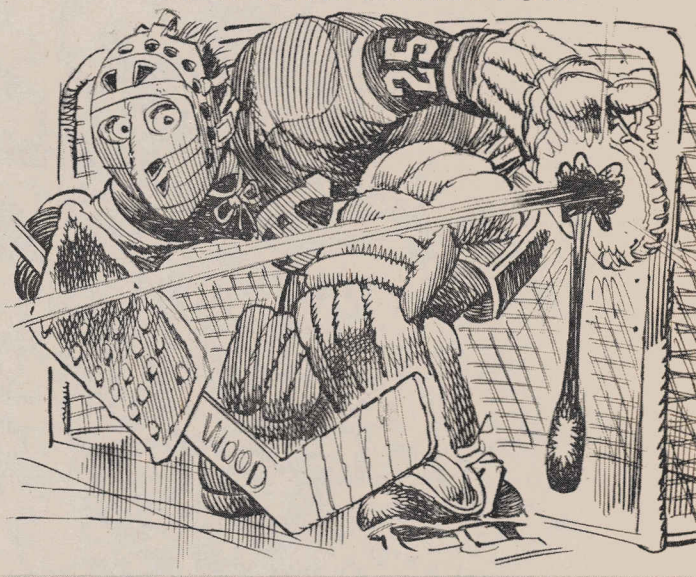
MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

ARTIST: JACK DAVIS WRITER: PAUL PETER PORGES

LOADED, NON-FLIPPING TOSS-UP COIN

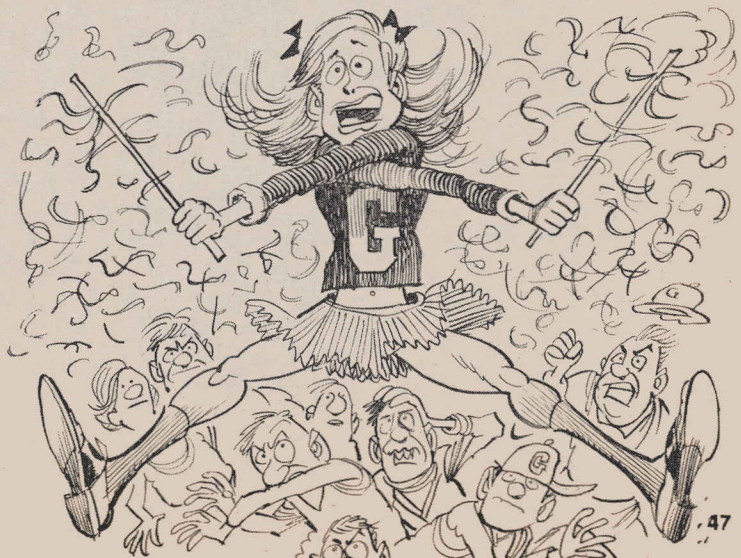


SILLY-PUTTY HOCKEY PUCK



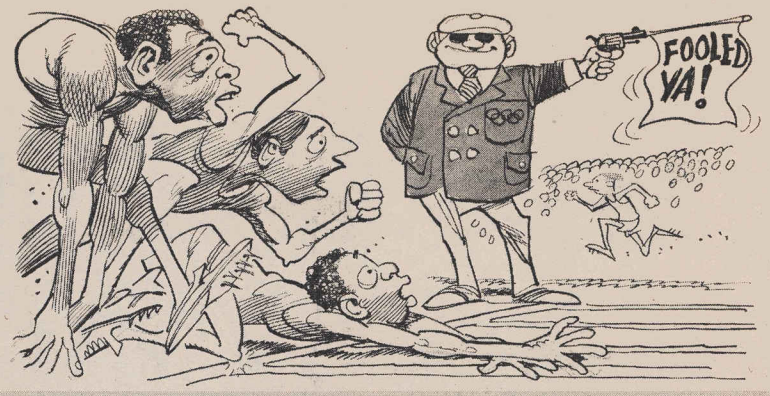
FUNNY FALSE TEETH MOUTHPIECE

SHREDDING CHEERLEADER POM-POMS

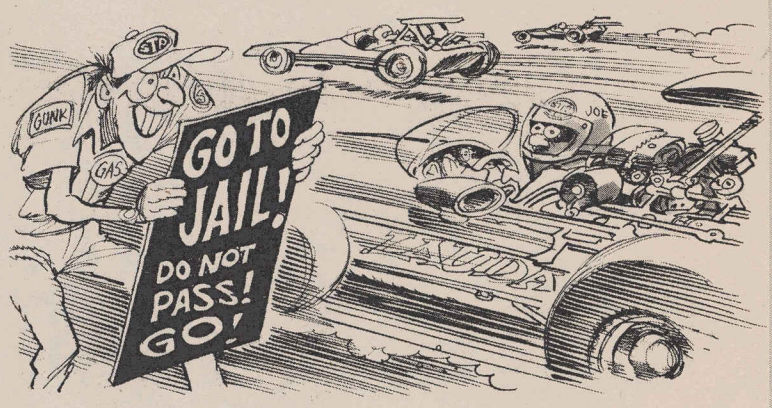


NON-BOUNCING BASKETBALL

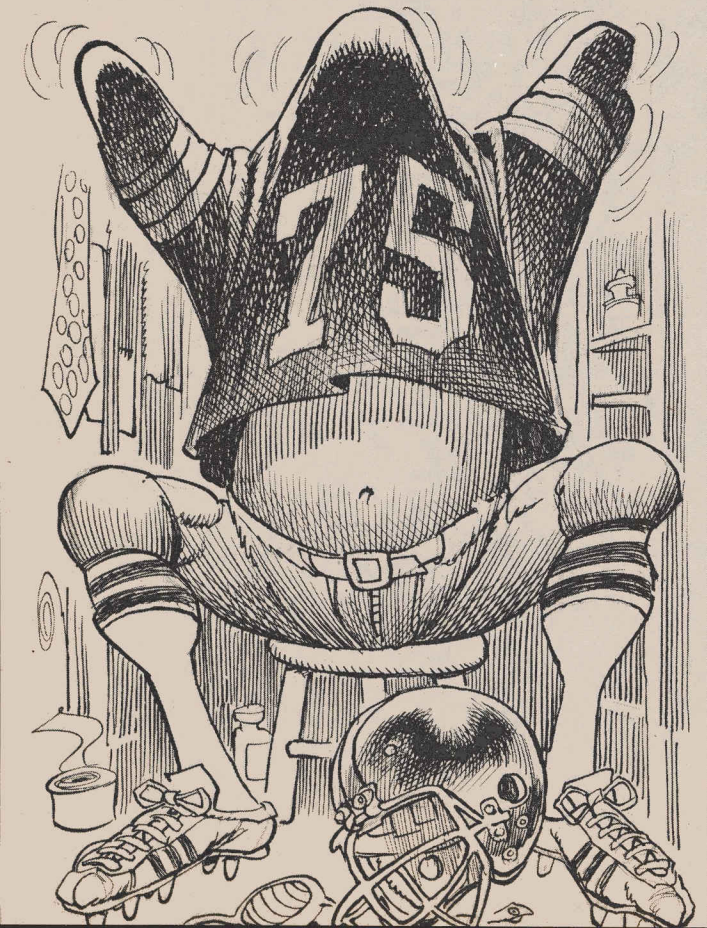
TRICK STARTER GUN



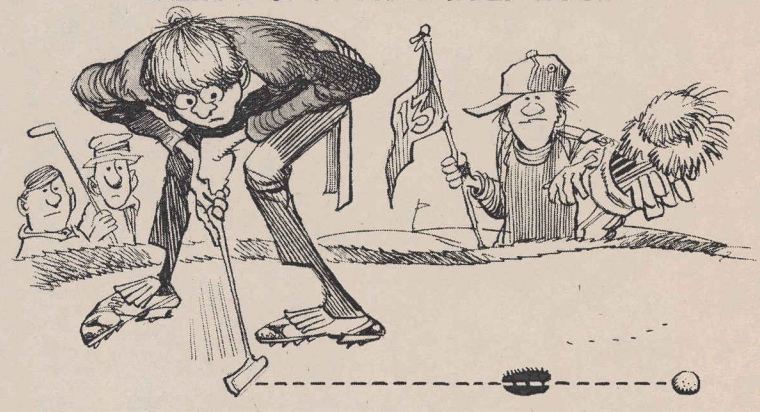
HUMOROUS PIT-STOP FLASH CARDS



NO-EXIT FOOTBALL JERSEY



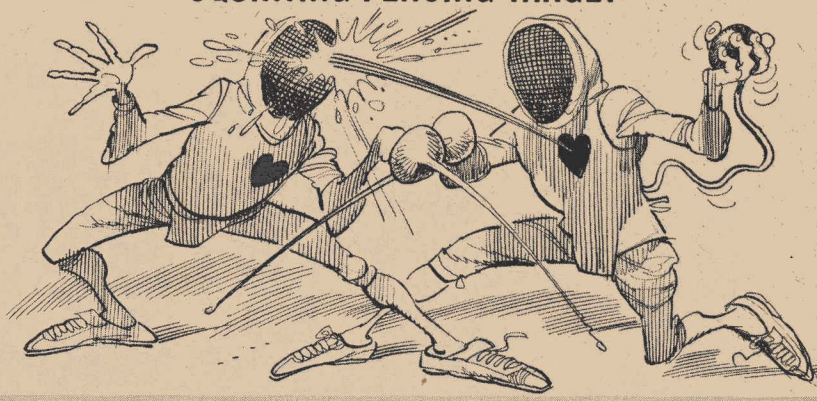
BLACK-SPOT FAKE GOLF HOLE



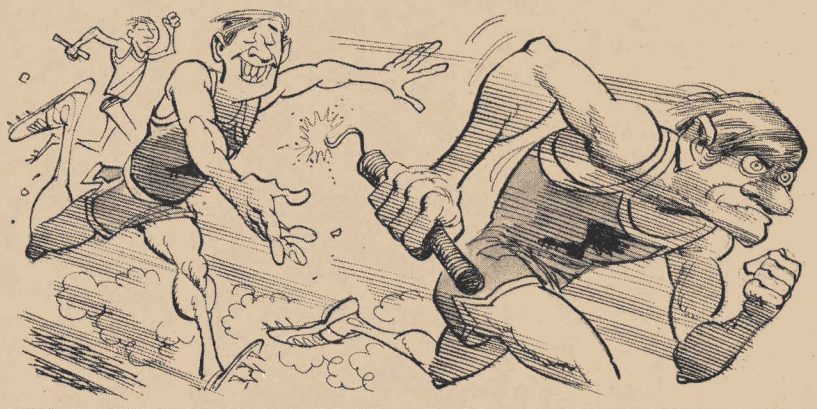
REFEREE'S SOAP BUBBLE WHISTLE

COLLAPSABLE POLE VAULT POLE

SQUIRTING FENCING TARGET

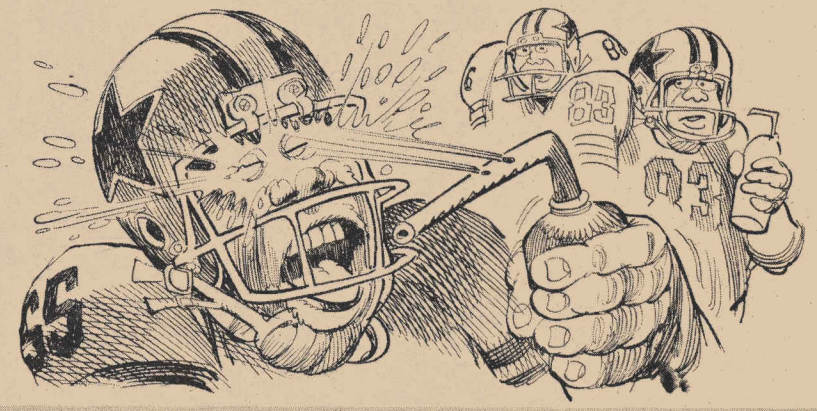


EXPLODING RELAY BATON



FAKE BASKET-STUFFER'S FINGERS

DOUBLE-SHPRITZ SQUEEZE WATER BOTTLE



WHOOPEE CUSHION SECOND BASE

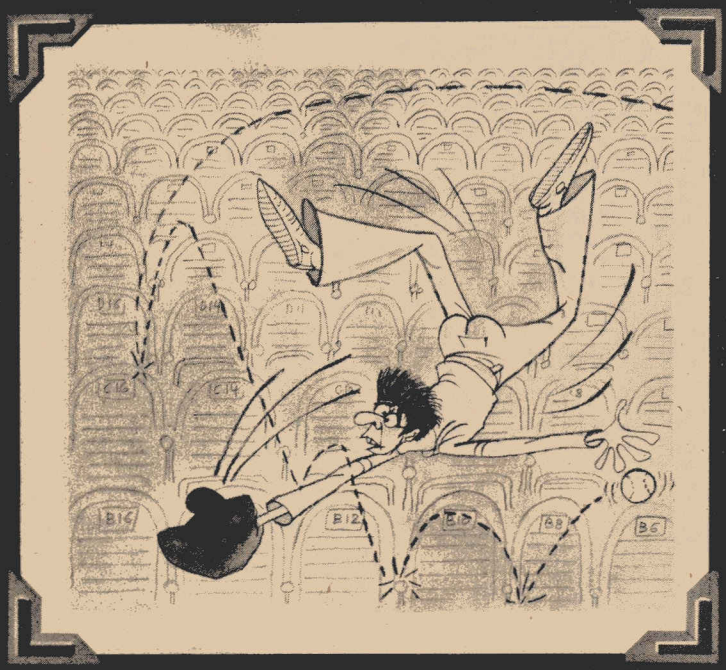
UNDERPLAY-BY-PLAY DEPT.

SINCE, LIKE US, YOU'RE PROBABLY UP TO HERE WITH THOSE TIRESOME CAN

MAD'S Candid Sn Insignificant Mo

DELAYED START OF INTERNATIONAL WATER POLO MATCH BETWEEN SAUDI ARABIA AND THE SUDAN

SIMPLE POP FLY DURING SING SING ANNUAL INTERMURAL BASEBALL GAME



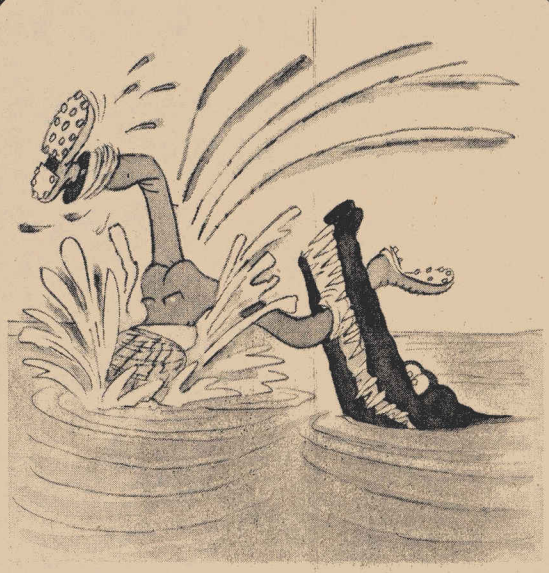
ONE-MAN SCRAMBLE FOR FOUL BALL DURING LATE SEASON BLUE JAYS—MARINERS GAME

WINNER'S VICTORY LAP AT THE 1975 AKRON DEMOLITION DERBY

DID SNAPSHOTS OF "GREAT MOMENTS IN SPORTS", WE NOW PRESENT—

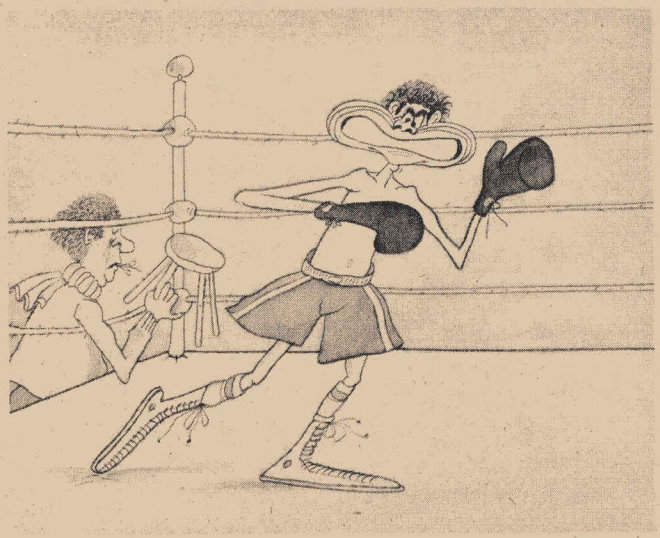
apshots Of Some ments In Sports

FANS DISAGREEING WITH REFEREE'S CALL AT SOUTH AMERICAN SOCCER CHAMPIONSHIP



BIG UPSET DURING ANNUAL OKEFENOKEE SWAMP GATOR-WRESTLING CHAMPIONSHIP

ARTIST & WRITER: PAUL PETER PORGES



BANTAMWEIGHT CONTENDER MISTAKINGLY USING HEAVYWEIGHT'S MOUTHPIECE AT GOLDEN GLOVES

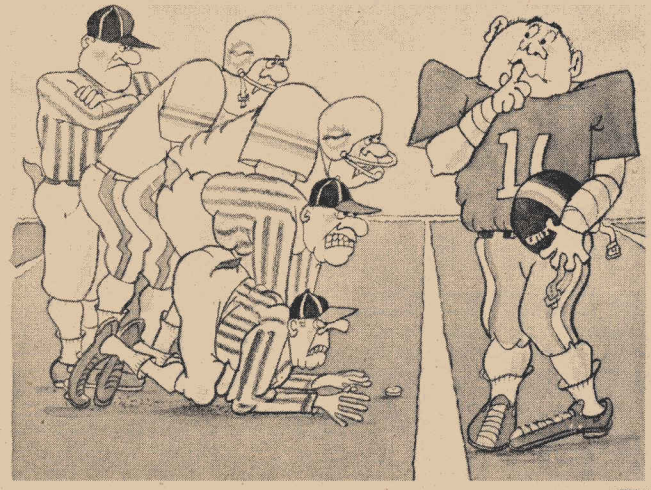
JUMP BALL AT THE ANNUAL BROOKLYN CO-ED INTERFAITH BASKETBALL GAME

GOLF PRO IN ROUGH DURING AMAZON OPEN

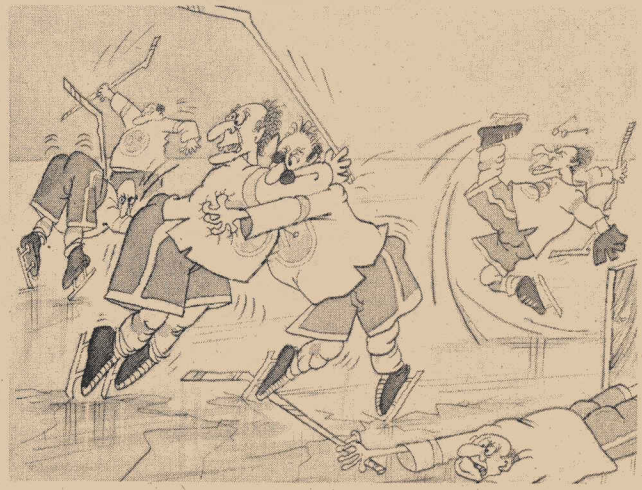
U.S. BOBSLED TEAM TAKING A COFFEE BREAK

DISTRACTED NET JUDGE DURING FINALS AT THE WARSAW LAWN TENNIS INVITATIONALS

RELEASE OF PIGEONS AT CEREMONY OPENING THE XVIII OLYMPIC GAMES



DELAYED CALL GIANTS-DOLPHINS COIN TOSS



INTRODUCTION OF ICE HOCKEY'S OLD TIMERS

OY-VAY ALL BOATS DEPT.

During the past few years, boats have zoomed in popularity, especially among people who like traveling on the water. Right now, all over the country, it's launching time, and millions of boat-owners are frantically scraping and sanding and painting and hammering . . . mainly around the house, doing the things their wives warned them better be done before they can go work on their boats. And so, while there's still time for most of them, MAD now proudly presents . . .

THE MAD GUIDE TO POWER BOATING

A PRACTICAL HANDBOOK ON ALL PHASES OF BOATING FROM THE DAY OF PURCHASE TO THE DAY OF SALE

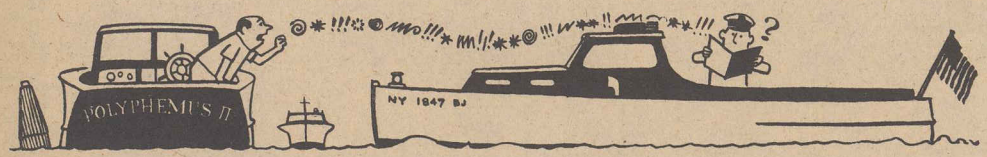
(Often the same day!)

EDITORS' NOTE: Although we will endeavor to use terms in this handbook which will be familiar to the layman, or "landlubber", the use of **some** nautical terms—such as "water" and "boat" cannot be avoided.

ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO

Chapter 1.

A GLOSSARY OF NAUTICAL TERMS



The two terms most commonly used in boating are "PORT" and "STARBOARD"

PORT—Facing the bow, "Port" is on your left. It is easy to remember: "Port" has "four" letters, and "Left" has "four" letters. So "Port" is "Left."

STARBOARD—Since there are only two sides on a boat, and Port is one of them, it is obviously clear that the other one is left. "Starboard" is left.

Other necessary Nautical Terms

AHEAD—The nautical term of "ajohn."

ASTERN—Without humor, i.e. "The Captain told no jokes. He was astern Captain."

AMIDSHIPS—This condition exists when you are completely surrounded by boats.

ANCHOR—What you display when you find you're completely surrounded by boats.

BERTH—The day on which you were born.

BUNK—Phony sea story.

BUOY—A buoy is the floating device you always smash into when trying to avoid the submerged obstacle the buoy is there to warn you about.

CHANNEL MARKER—Tells you which station you're tuned into on your TV set.

DINGHY—The sound of a ship's bell, i.e. "Dinghy-Dinghy—Dinghy-Dinghy."

DISPLACEMENT—Accidental loss, i.e. When you dock your boat and later you can't find it again, you've displaced it.

DOCK—Nickname for a medical man.

EDDY—Nelson's last name.

HEAVE-HO—What you do when you get seasick, and you've eaten too much ho.

HITCH—The thing to look for when a millionaire invites you on his boat... especially if you're a female!

KEEL—What your wife does to you when she finds you've bought a boat!

LAUNCH—The meal eaten aboard a boat at about noontime.

MOOR—Amount of people needed for a boat-party, like "The moor, the merrier!"

OAR—When you have a choice, like "This... oar that!"

PORTHOLE—A hole in the left side of a boat—or is it the right side?

QUARTER-DECK—The floor on a cheap boat, which cost about 25¢ to install.

SHOAL—Worn by female sailors on chilly nights.

TIDE—A commercial detergent.

SUPERSTRUCTURE—A structure that's a lot better than the one on your boat.

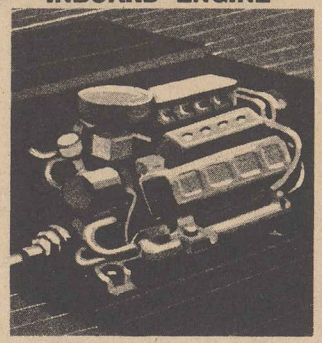
WAKE—What friends attend when you've been careless with your boat.

Chapter 2.

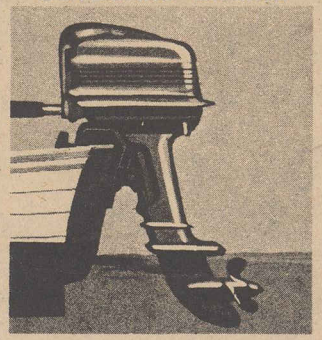
POWER BOAT ENGINES

There are three types of power boat engines. Here are outside views of each type:

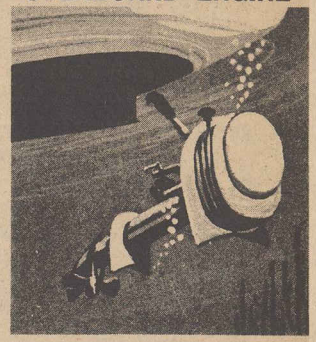
INBOARD ENGINE



OUTBOARD ENGINE



OVERBOARD ENGINE



TECHNICAL DATA

A power boat engine is very similar to an automobile engine, except for the fact that if you try stepping outside to fix it, you risk the possibility of drowning.

TROUBLE SHOOTING

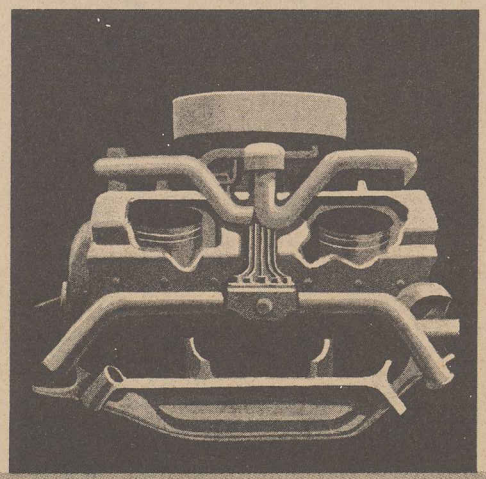
A power boat engine is a complicated affair, so you'll have trouble if you start shooting it. However, if an engine fails to operate, check the following things:

A. Check tanks to see if you're out of gas.
B. Check bilge to see if the engine fell out.
C. Check to see if you've hit an underwater obstacle, such as a live mine.

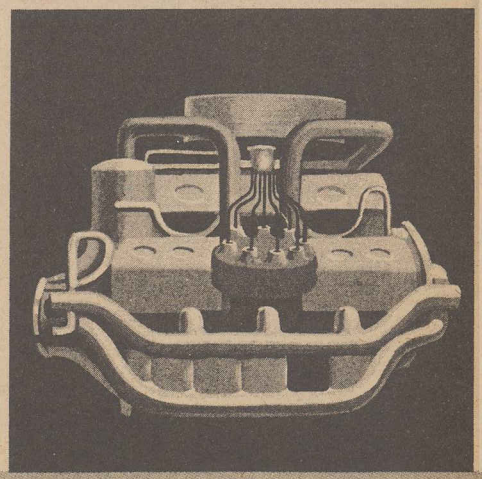
And most important of all...

D. Check to see if maybe it's a sailboat, and you don't even *have* an engine!

CROSS-SECTION OF POWER BOAT ENGINE



HAPPY-SECTION OF POWER BOAT ENGINE



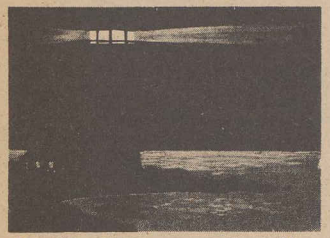
Chapter 3.

AIDS TO NAVIGATION

LIGHTHOUSES

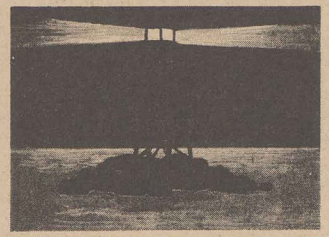
Lighthouses are signal stations operated manually or automatically by which mariners determine an exact position. It is not known how the term "lighthouse" originated, but it is a misnomer since most weigh several hundred tons.

Coastal Light



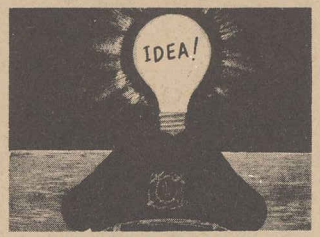
Signifies Dangerous Coastline

Island Light



Signifies Treacherous Shoals

Comic Light

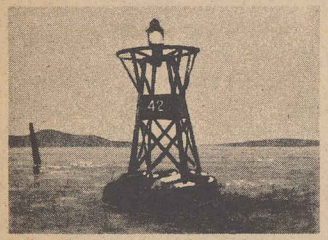


Signifies Terrific Idea

BUOYS AND CHANNEL MARKERS

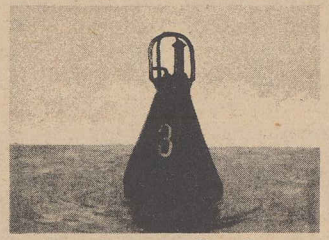
There are several types of buoys and channel markers but they all have one thing in common: They float. Because if they sank, boat owners would have a heck of a job sailing between them to stay in the safe channel they mark.

Light Buoy



Look for flashing lights when you approach these.

Whistle Buoy



Listen for sounding horns when you approach these.

Bell Buoy

Listen for awful curses when you don't tip these.

Buoys are painted various colors. Boat owners should know what each color means.

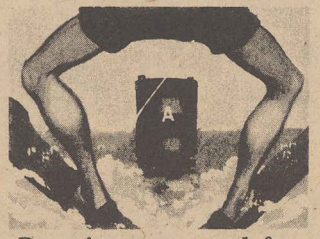
Red Buoy

Pass it on your right as you enter any inlet, bay or channel from seaward.

Black Buoy

Pass it on your left as you enter any inlet, bay or channel from seaward.

Red And Black Buoy

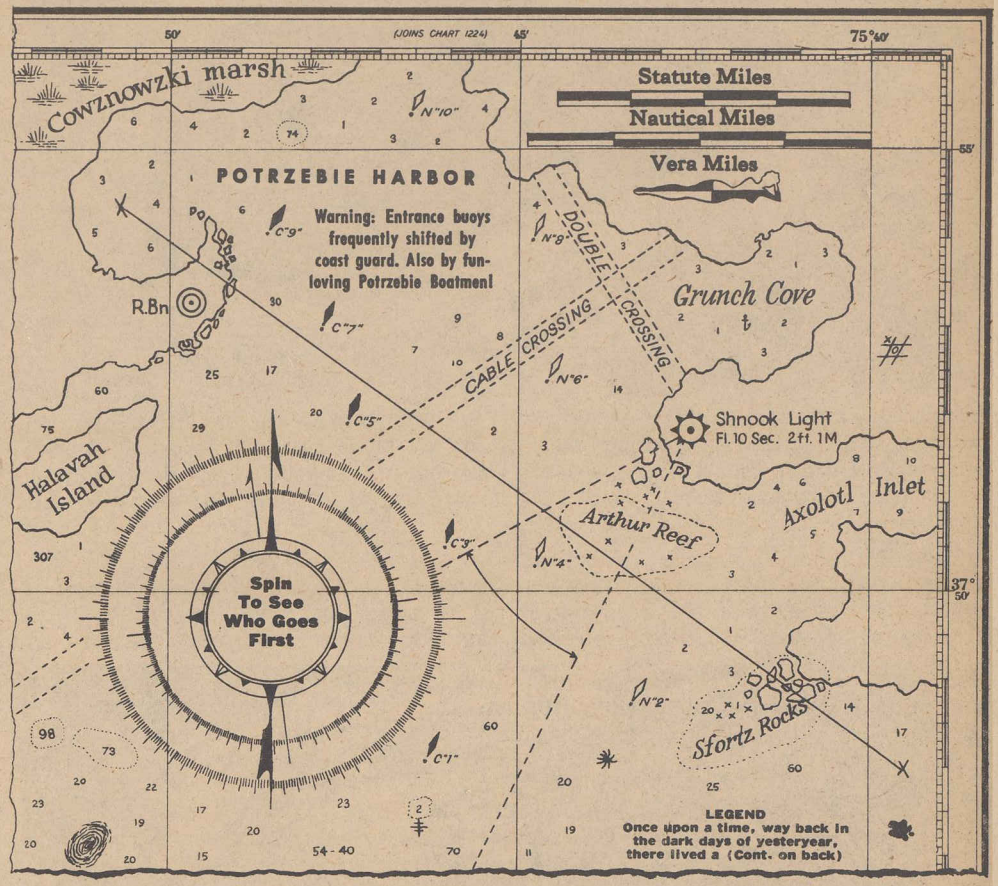


Pass it on your left — No, your right! No, your lef — No! Smash into it!

Chapter 4.

CHARTS

Below is a section of a nautical chart with a key to the more important symbols.



KEY TO SYMBOLS

- Red Buoy
- Black Buoy
- R.Bn Radio Beacon
- Lighthouse
- Squashed Bug
- Mustard Stain
- Your Turn To Go
- Sloppy Mad Artist

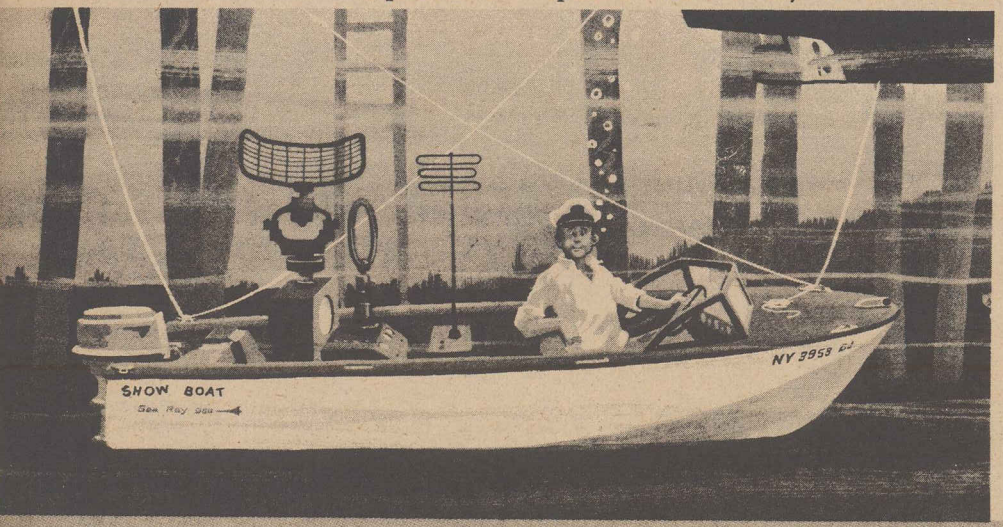
PLOTTING YOUR COURSE

A. Place an "X" on chart at your starting point.
B. Place an "X" on chart at desired destination.
C. Draw a straight line connecting the two "X's".
D. Estimate distance using map's scale of miles.
E. Estimate amount of gas needed to go distance.
F. Estimate time of arrival—and then forget it!
G. Estimate cost of damage to boat following a course plotted in a straight line, which took you over land, into rocks, through mine areas.

Chapter 5.
ELECTRONIC EQUIPMENT

Most people feel electronic equipment such as marine-band radios, ship-to-shore telephones, direction finders, depth recorders, radar, etc. belong only on large yachts. This is wrong. Even the smallest power boat can be equipped with these useful additions. Note the small boat above, without any electronic equipment, shown here caught in a sudden violent storm . . .

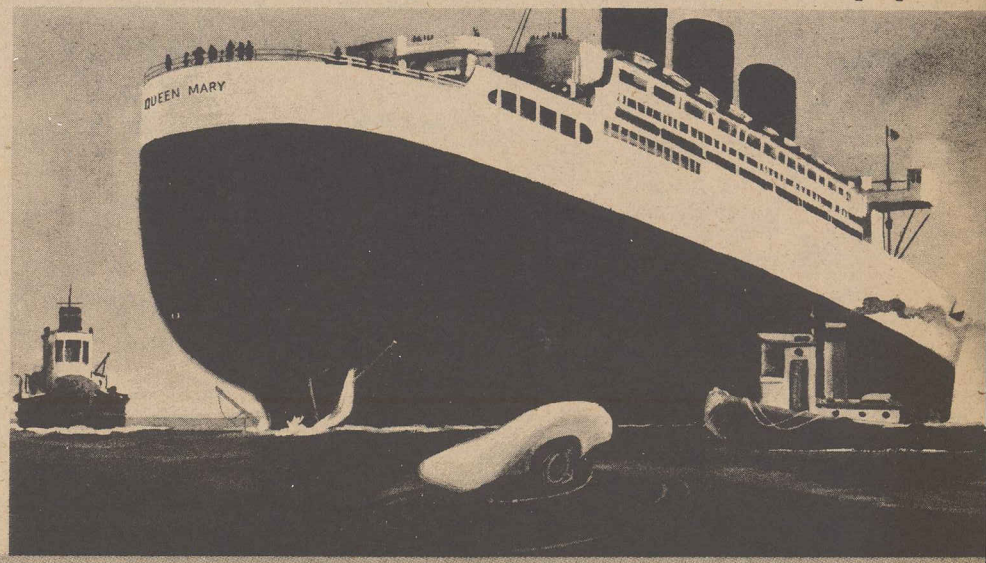
Note this similar small boat below, caught in the same violent storm, but completely equipped with electronic devices, shown here in the protected waters of its home marina. Not only did its electronic devices forecast the sudden storm, but all that weight kept the boat securely on the bottom.



Chapter 6.
RIGHT-OF-WAY

In boating, a sailboat always has the right of way over a power boat. It is simple to understand why. A sailboat has less control than a powerboat. Above, we see a sailboat challenging the right of way over the *Queen Mary*.

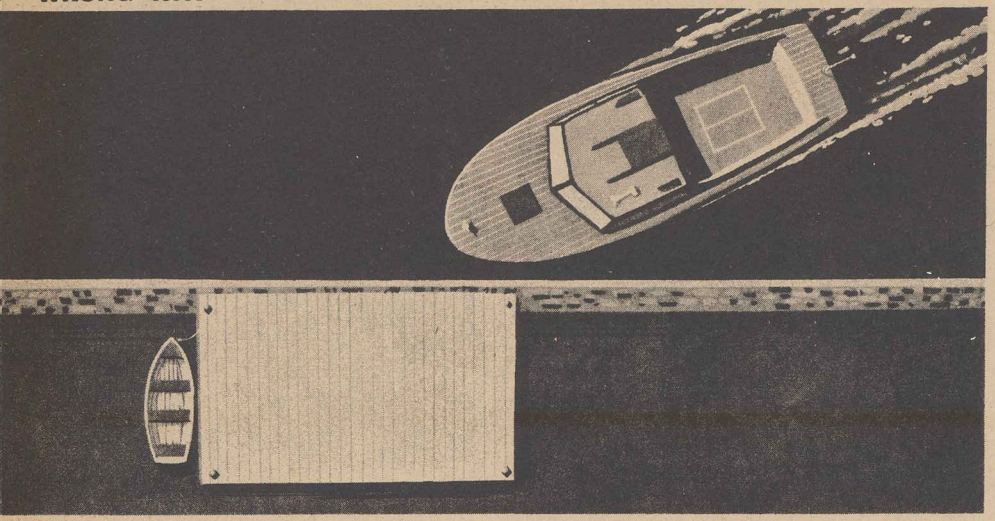
Below, we see that the *Queen Mary* has actually stopped! The Captain of the *Queen* is observing two rules of the sea: 1. Sailboats have the right-of-way over power boats, and 2. It is impossible to move a big power boat when debris — like that of a crushed sailboat — is caught in the propellers!



Chapter 7.

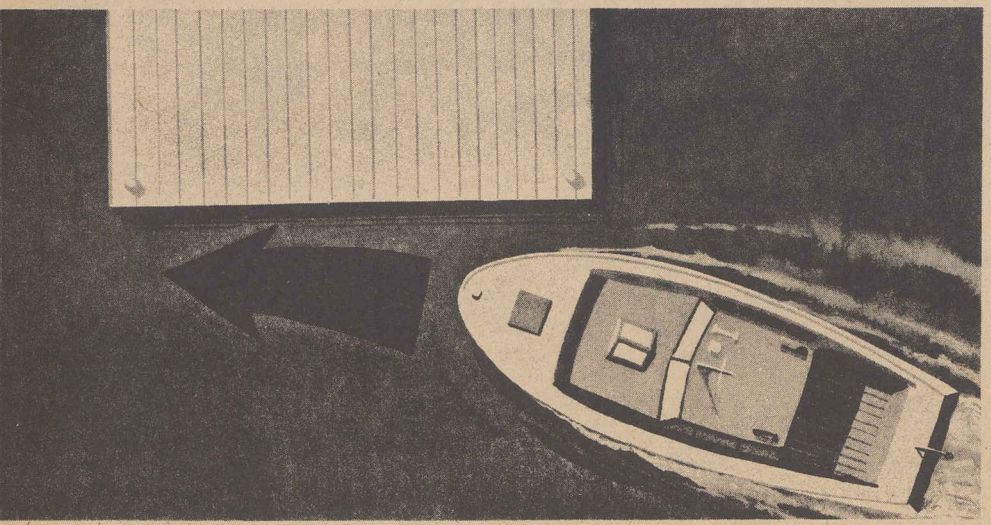
APPROACHING A DOCK

WRONG WAY



There is a right way and a wrong way to approach a dock. Above, we see the wrong way, mainly because the boat is approaching the dock from the **land** side. This is not only hard on the boat, it's also rough on the grass!

RIGHT WAY

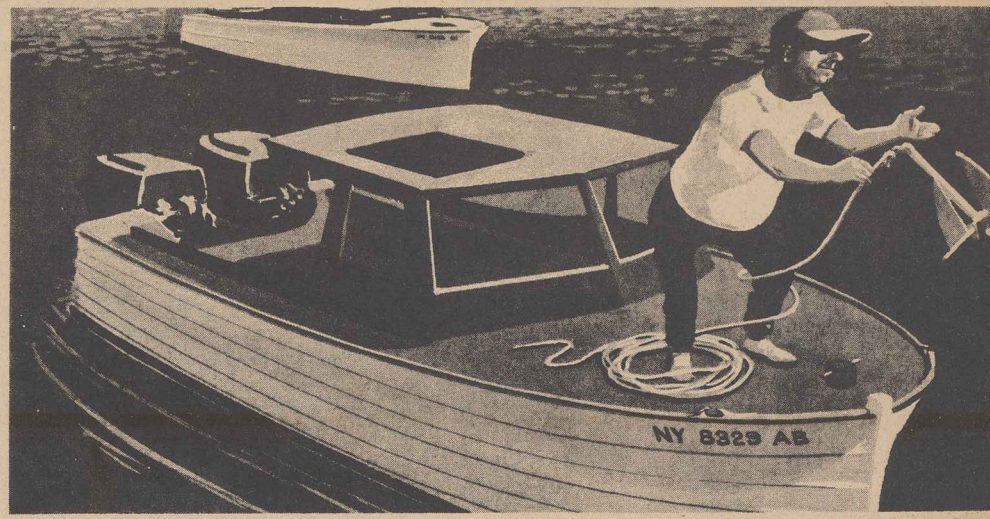


Here is the right way to approach a dock. Naturally, common sense and judgment will have to be relied upon in many cases, as not all bodies of water have them large black floating arrows for the boat owner to follow.

Chapter 8.

ANCHORING

WRONG WAY



Knowing how to anchor a boat is very important. Here we see a boat owner heaving the anchor overboard. Notice coil of rope at his feet. In 90% of cases, this rope will snag his feet, pulling him overboard with the anchor.

RIGHT WAY

Here again the anchor is being heaved overboard, but this time the rope has been cleverly disconnected from the anchor as a precaution. Now, there is hardly any chance that the boat owner will be pulled overboard after anchor.

Chapter 9.
EMERGENCIES

MAN OVERBOARD

Determine who fell over, review your attitude toward him as quickly as possible, and decide if you want to rescue him.

If you decide to rescue him, throw a life saver overboard immediately. At a critical time like this, any flavor will do.

Pull victim aboard, and give artificial respiration. Don't let on it's artificial, as victim may ask for the real thing.

LEAKS

If your boat springs a small leak, it is easy to bail out the water with a small pail or sponge. A larger leak calls for an electric pump. However, should you be unfortunate enough to take on a huge amount of water, you may find it necessary to remove a floorboard or two to let it pour out.

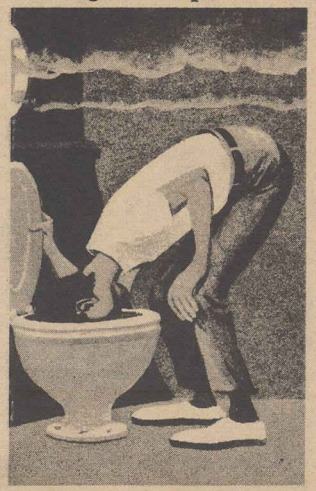
FOG

Boating in fog is very difficult. The biggest trouble is the fact that fog never occurs on a clear day when you have the advantage of being able to see it. All that can be recommended are the usual safety precautions . . . Button up your overcoat—Get to bed by 3—Take good care of yourself . . .

FIRE ON BOARD

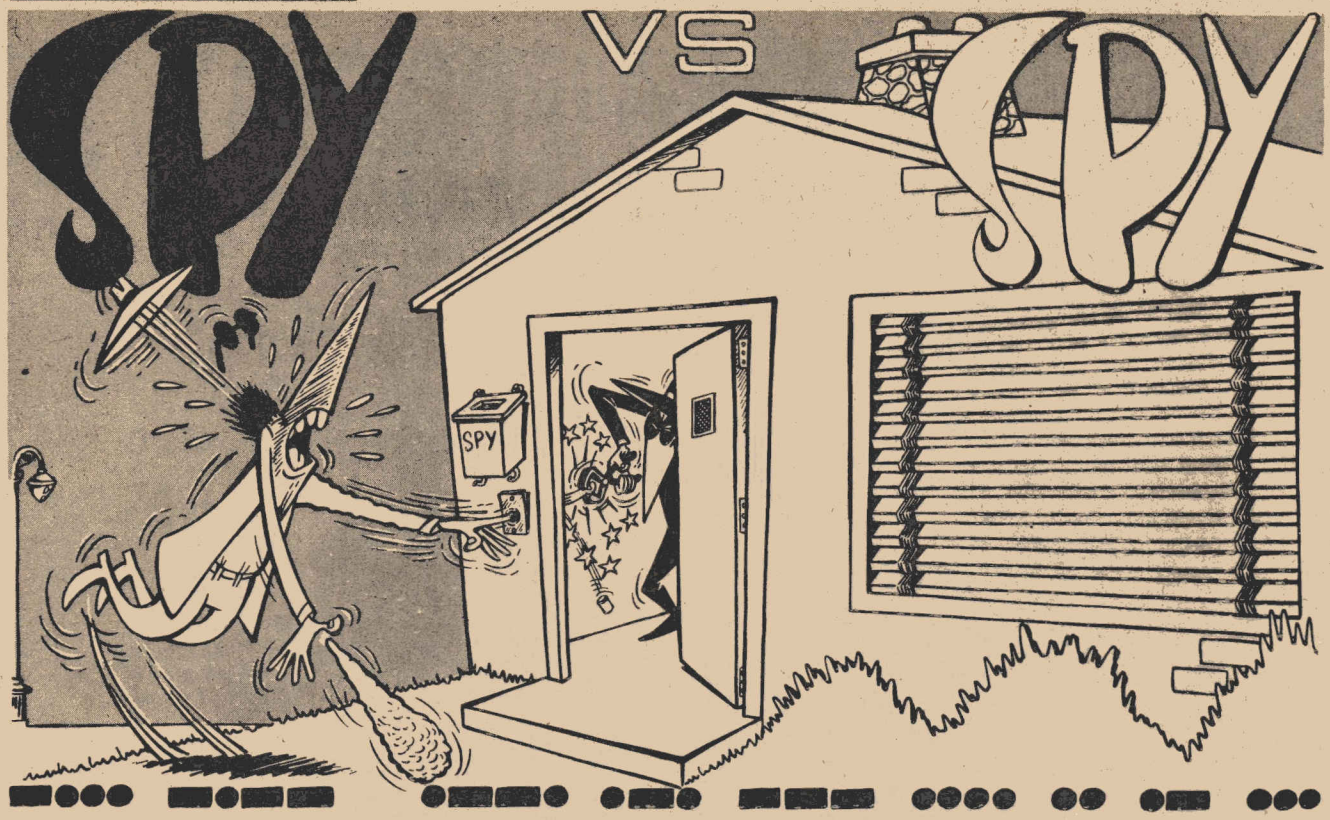
Decide what type of fire it is: Is it electrical? Is it inflammable liquid? Is it grease? Is it wood?

Decide where the fire is: Is it in the cabin? Is it in the bilge? Is it in the engine compartment?



Decide what type of fire extinguisher to use: Dry chemical? Carbon dioxide foam? Liquid? Some spit?

Now plan to drop by dealer and decide what type of new boat you want, since you spent much too much time deciding how to go about saving your old one.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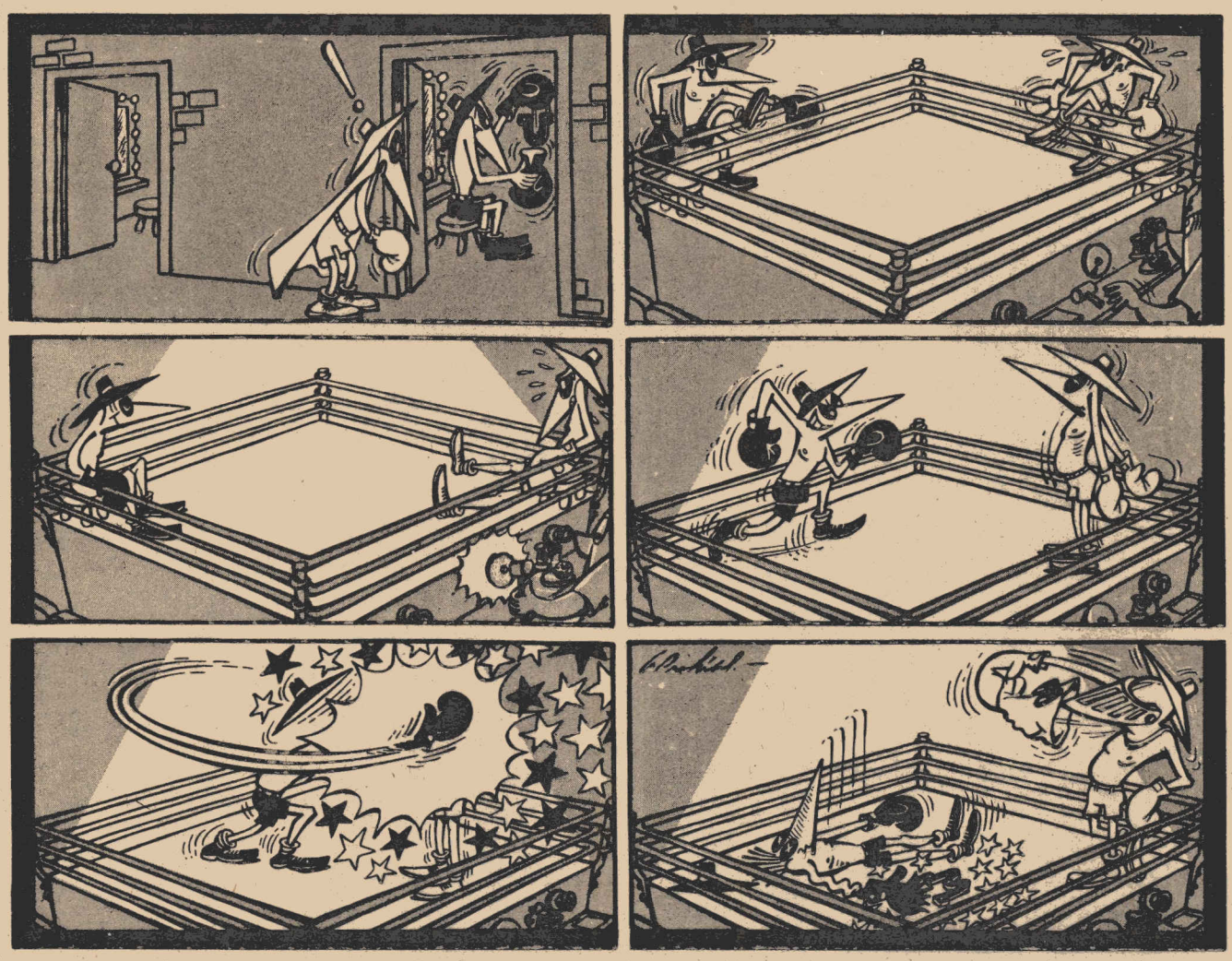
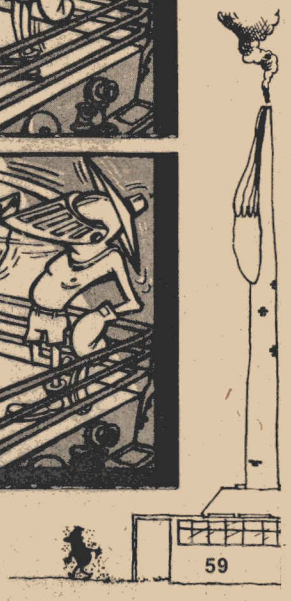
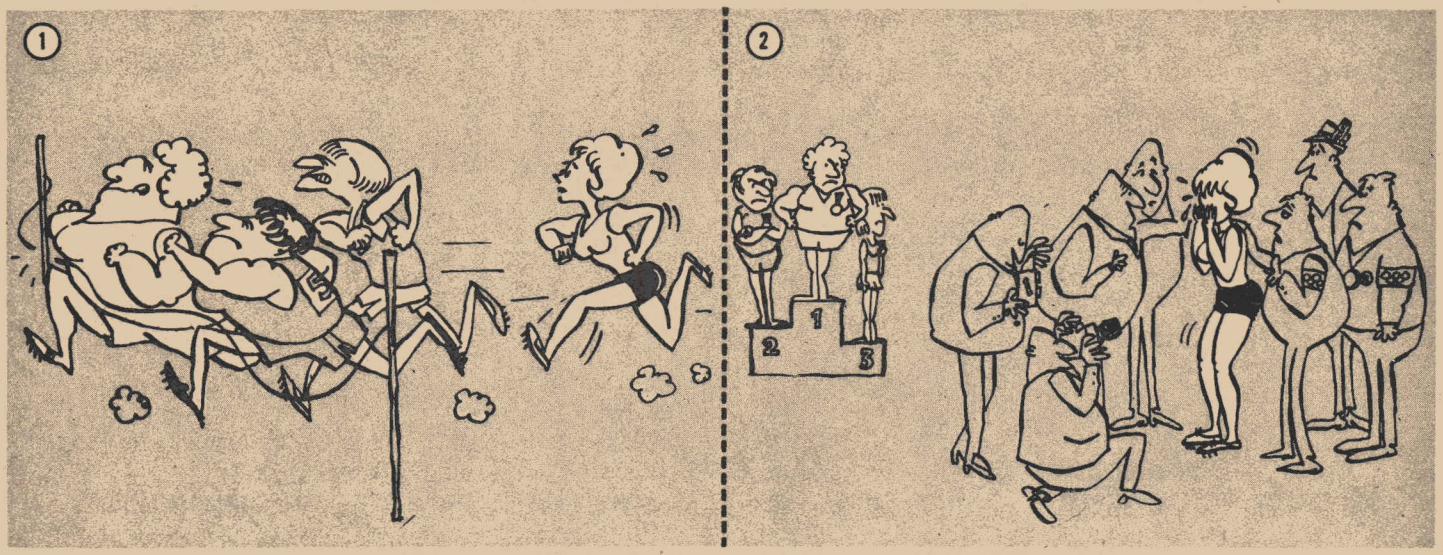
VS
SPY
SPY

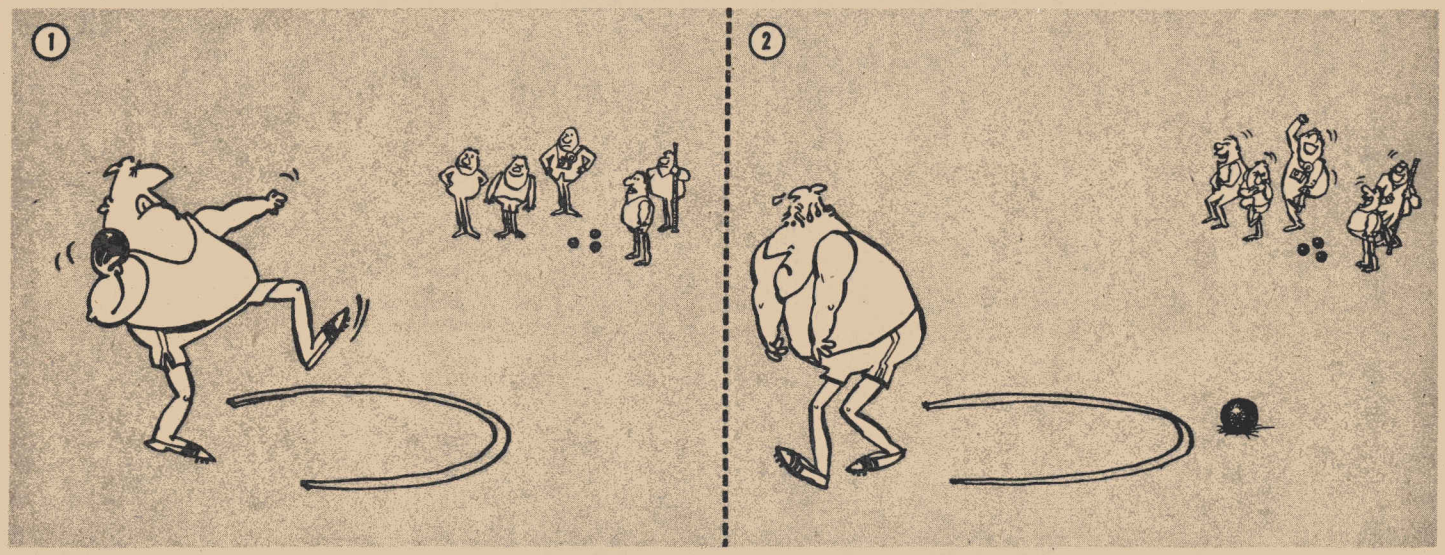


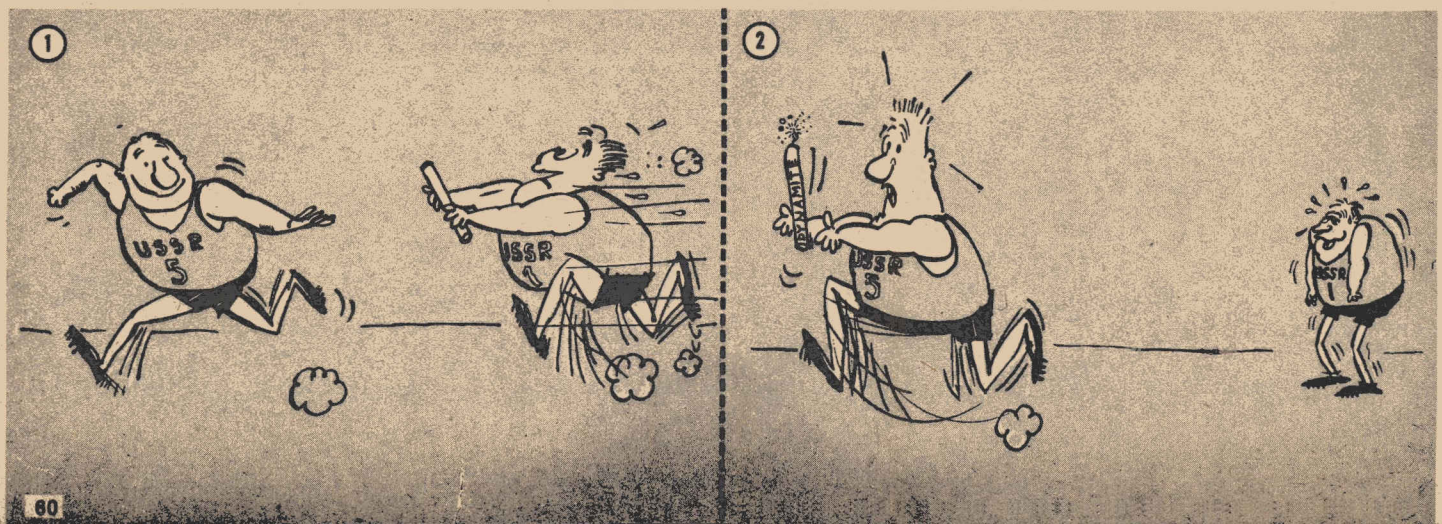


5-RING CIRCUS DEPT.

A MAD LOOK AT THE

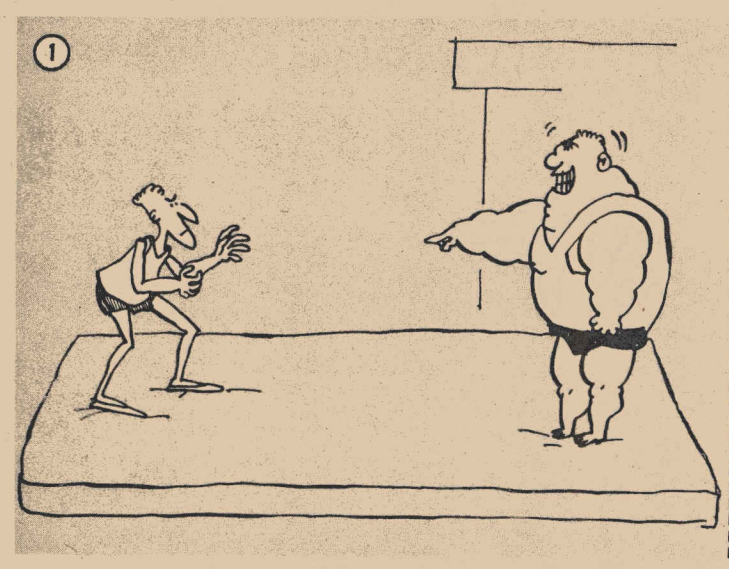


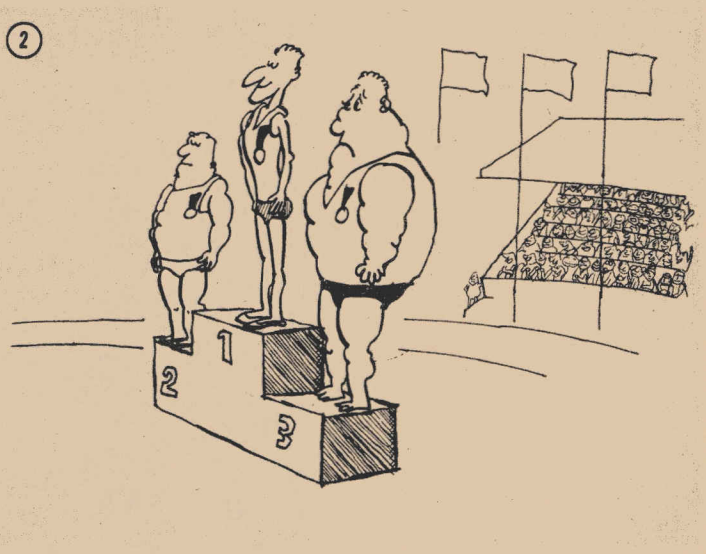


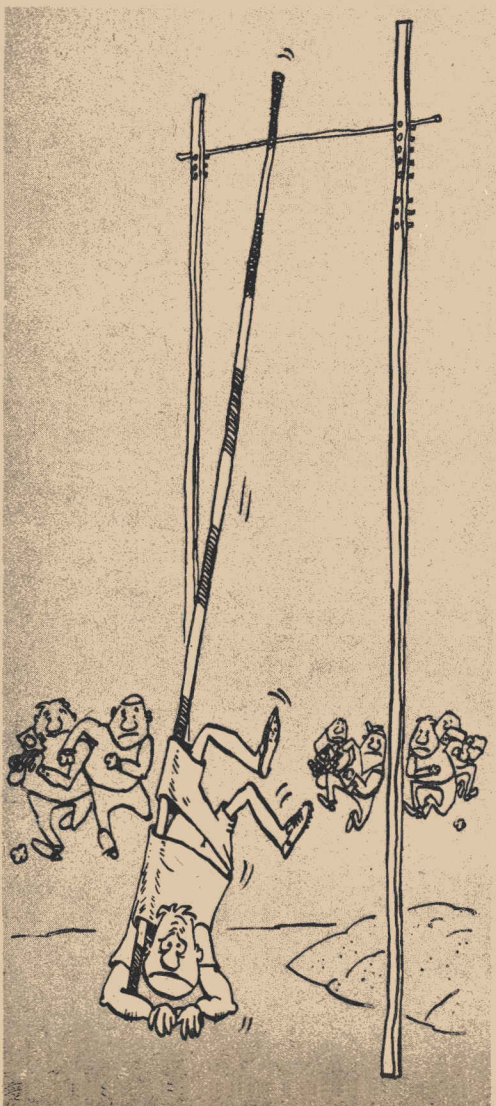


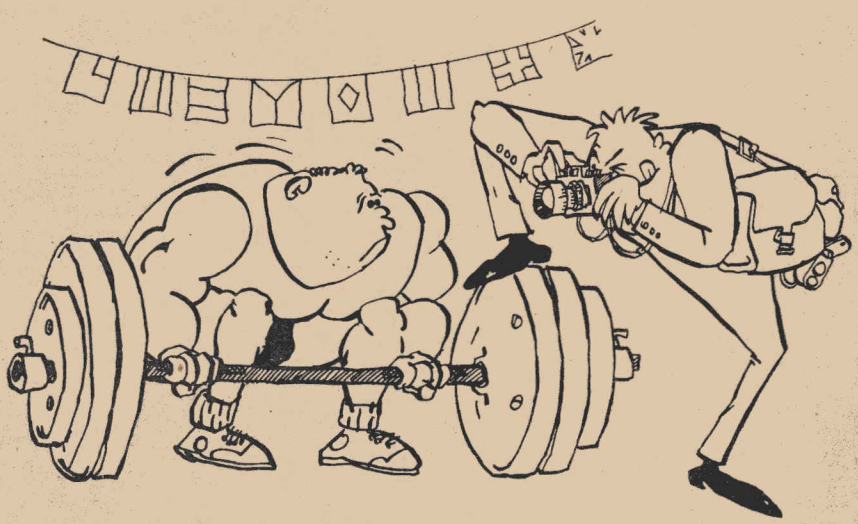
SUMMER OLYMPICS

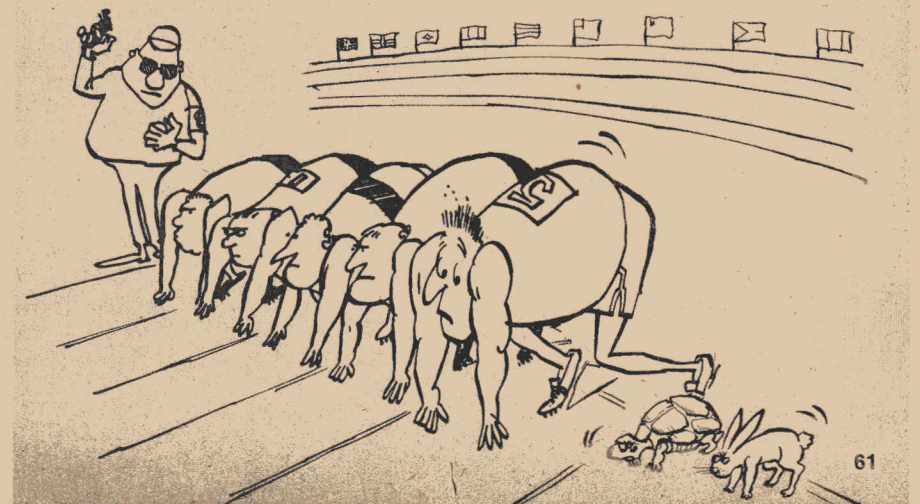
ARTIST & WRITER: SERGIO ARAGONES

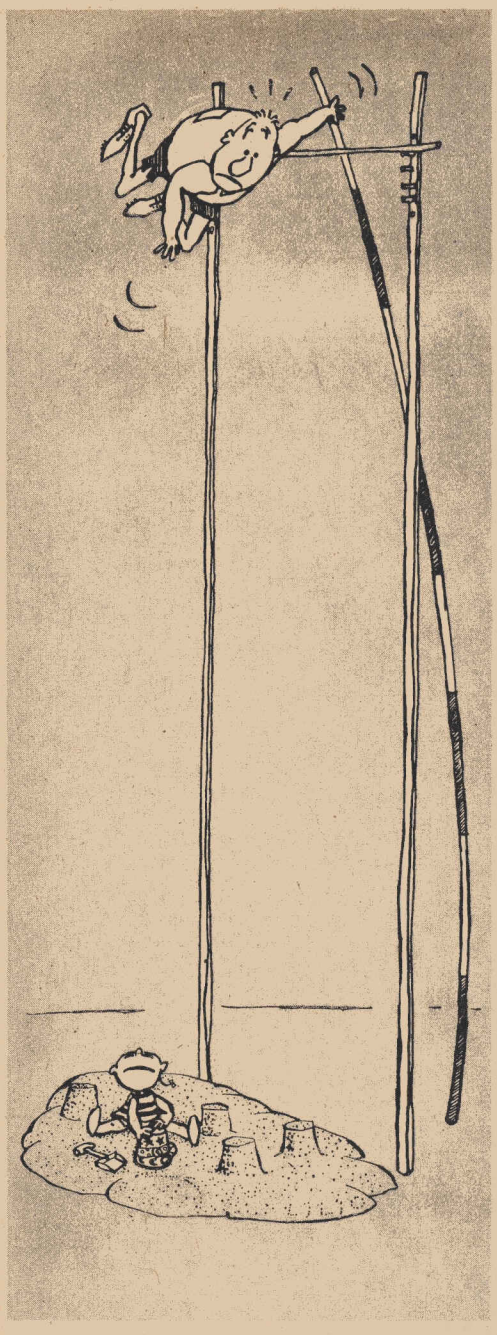


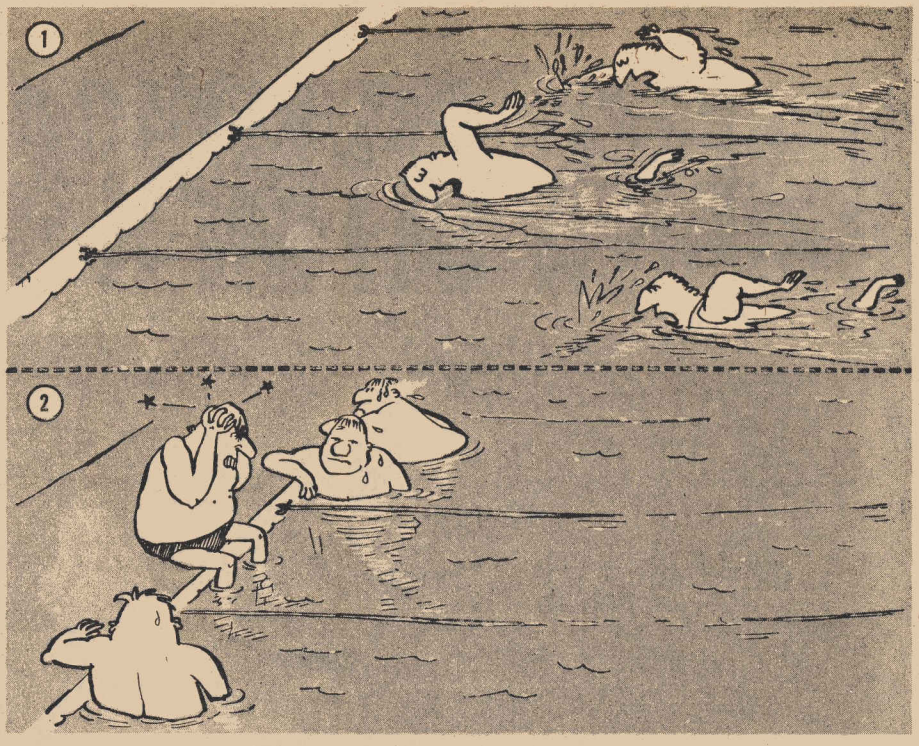








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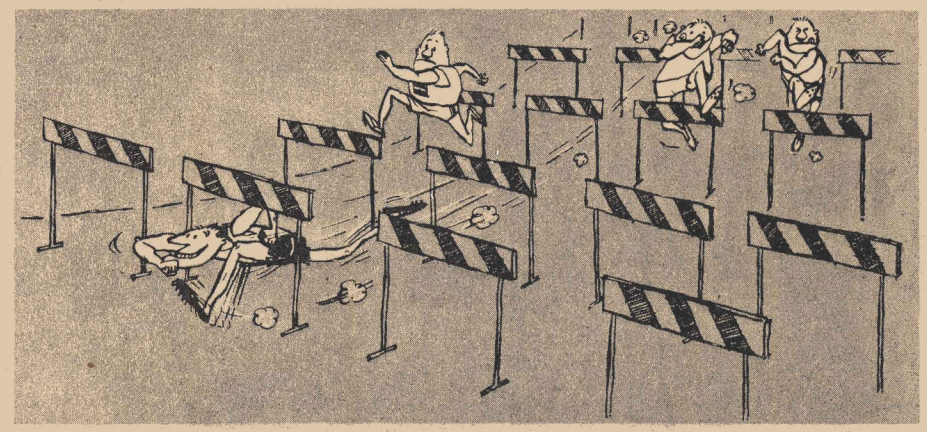

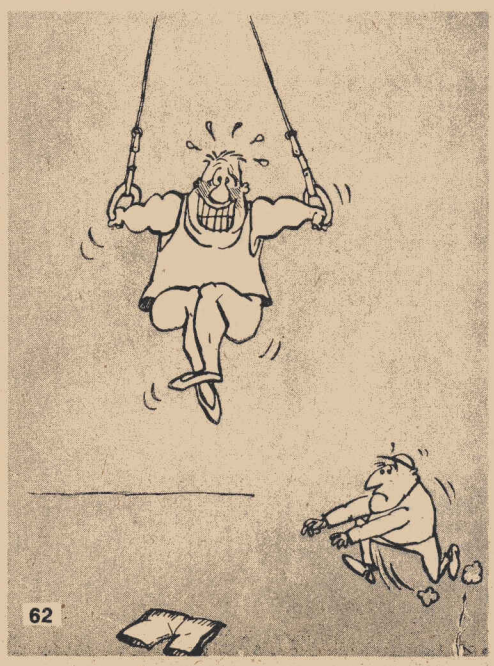

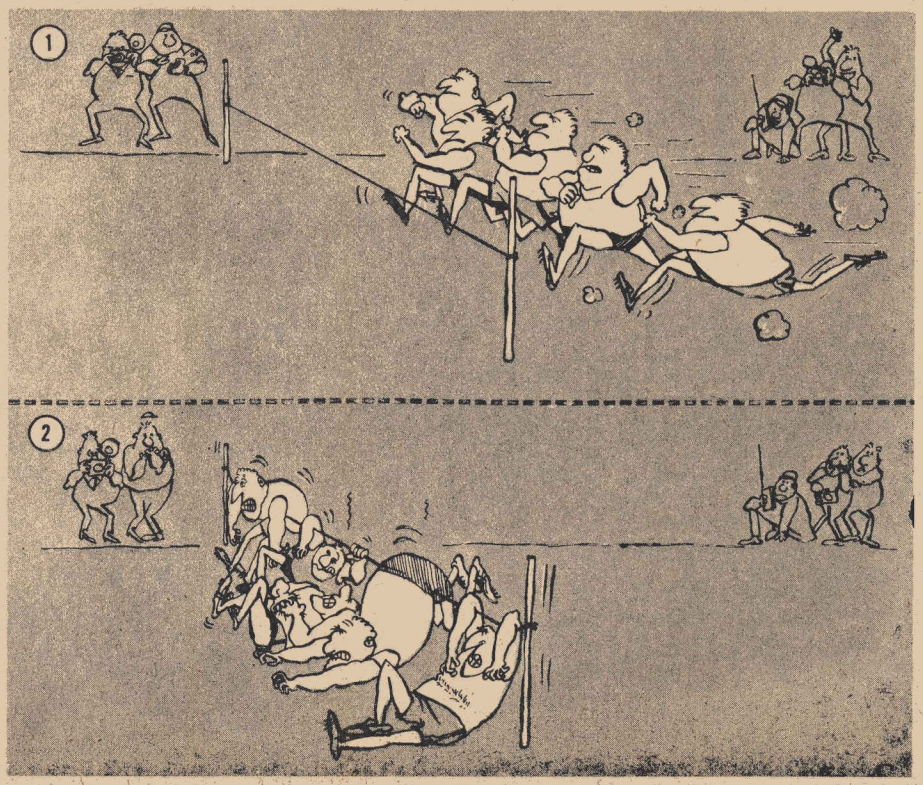
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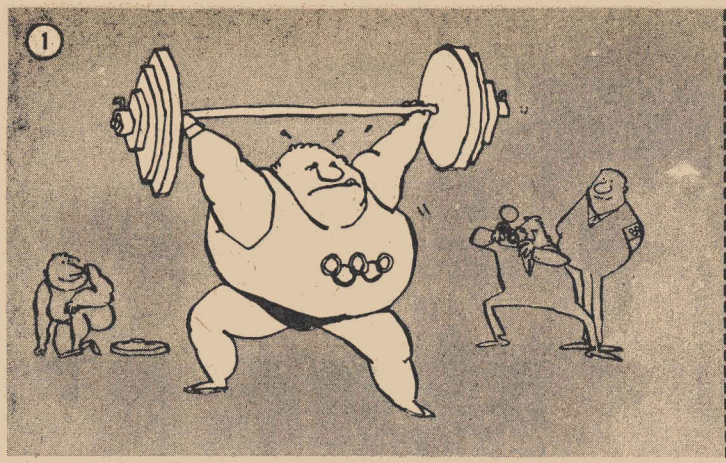
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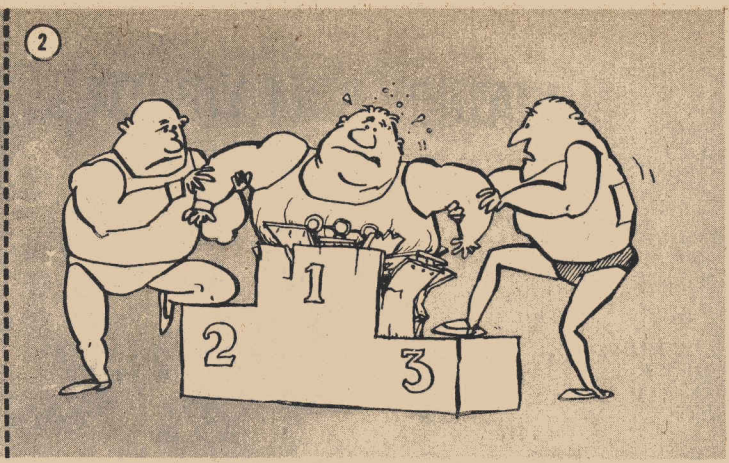
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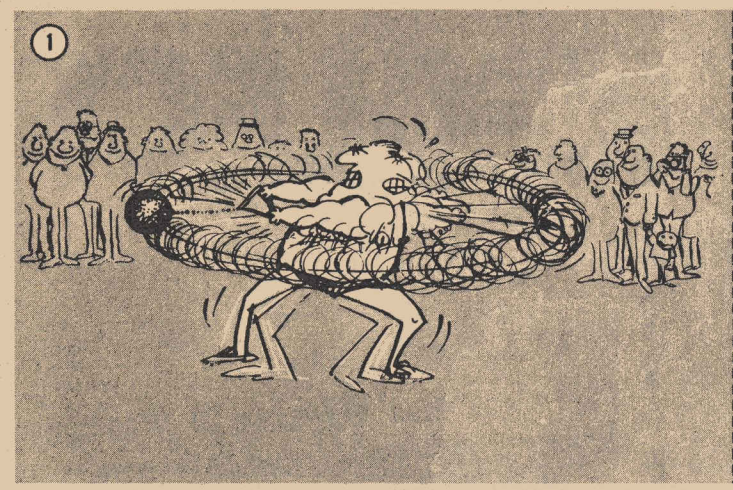
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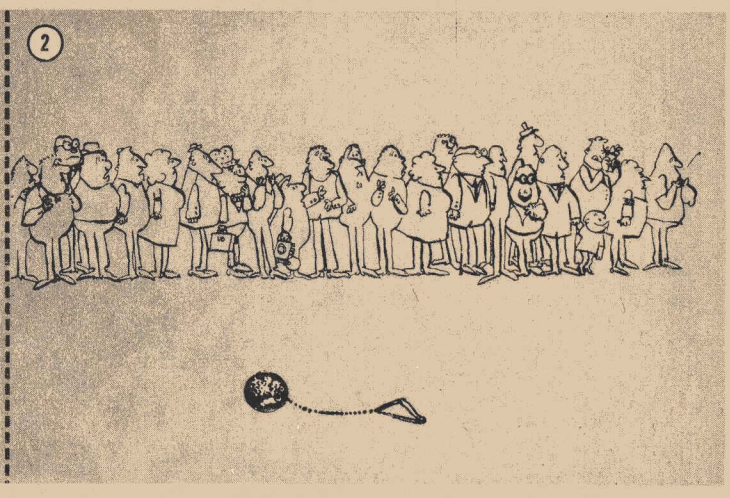
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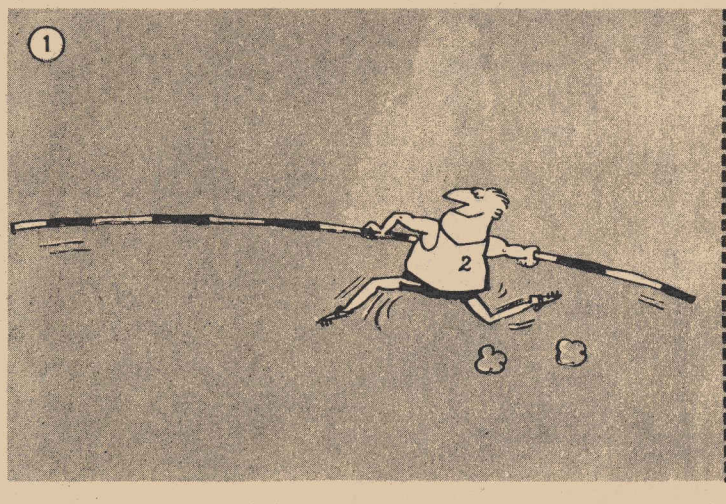
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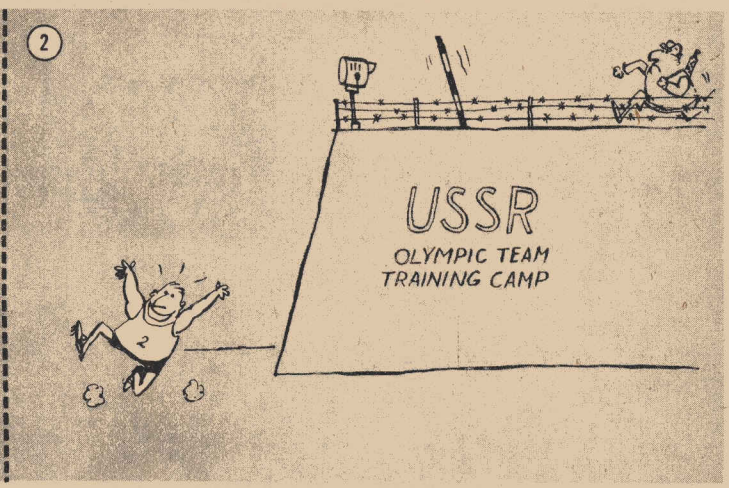
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USSR
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TRAINING CAMP
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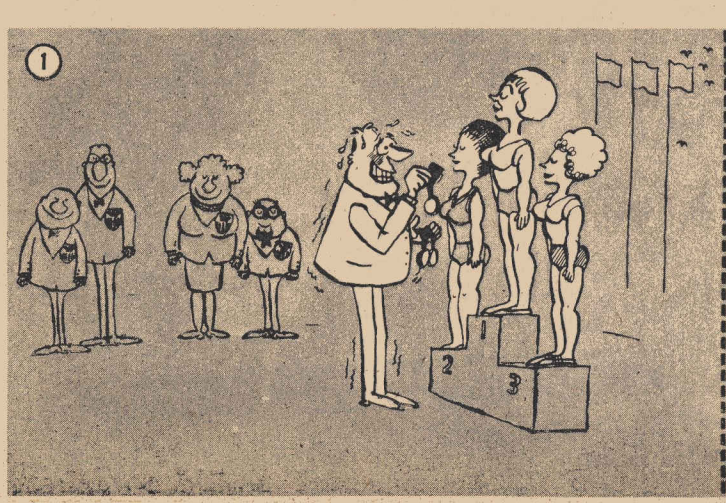
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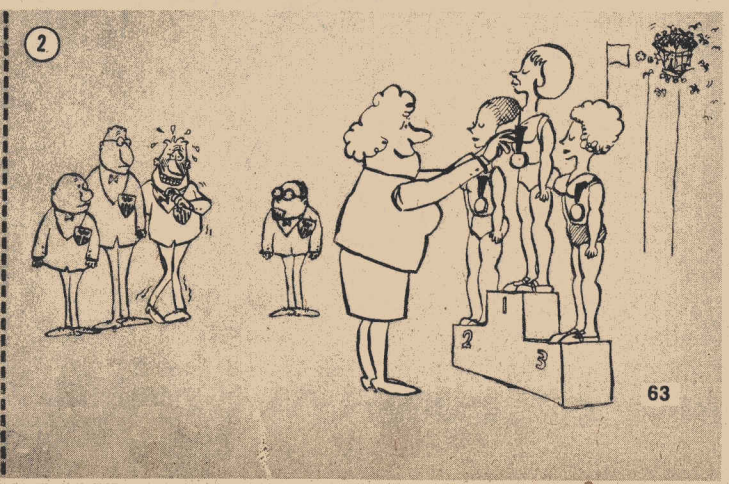
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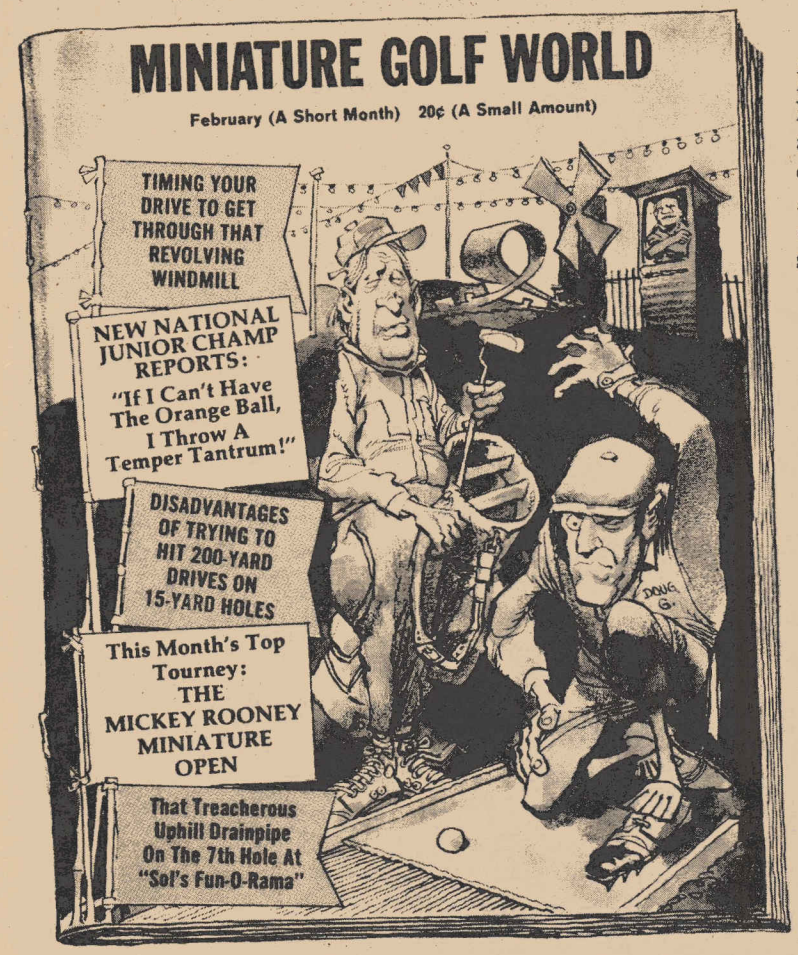
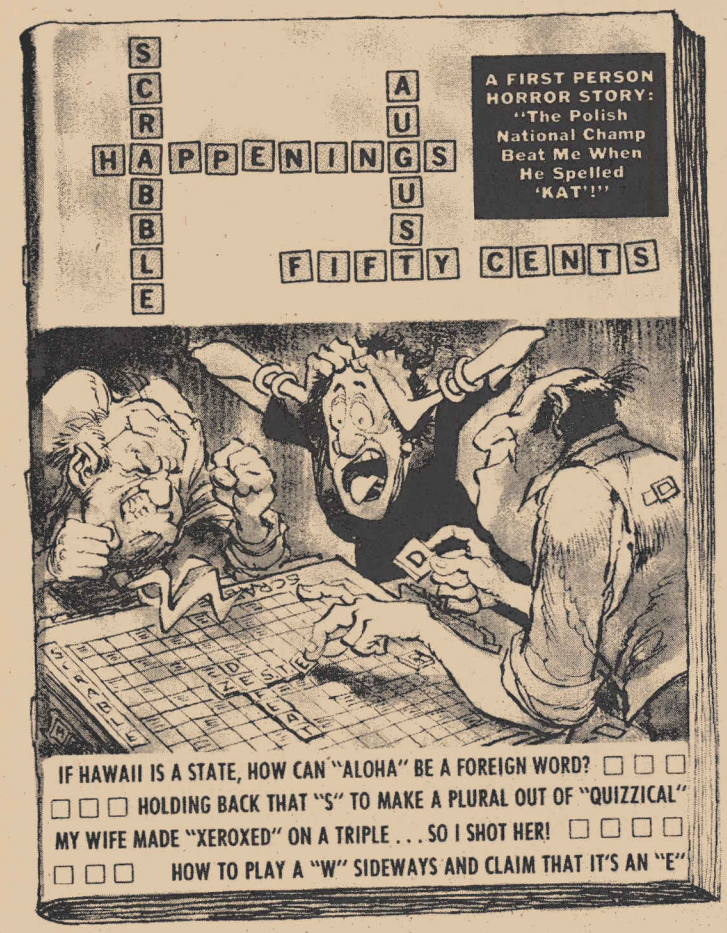
MAGAZI NEGLECTE

ARTIST: JACK DAVIS

GAMES OF NIL DEPT.

It would seem that this country has at least as many Sports Magazines as it needs, and probably quite a few more than anybody wants. Because a recent survey turned up almost 400 of them, covering a flock of leisure time activities from Archery to Yachting. Why, Motorcycling alone has about three dozen publications, presumably all trying to appeal to the same three dozen motorcyclists who know how to read. But





strangely enough, MAD finds that many pastimes enjoyed by millions do not have any magazines at all devoted to them. This strikes us as an undemocratic threat to freedom of the press, and also a great chance for some sharp operator to make a bundle (Besides the writer of this article who came up with the stupid idea!). So MAD herewith passes along to magazine publishers its suggestions for a whole new crop of

NES FOR D SPORTS

WRITER: TOM KOCH

The Paper Airplane Pilot

WINDY SEASON
1 9 7 3
PRICE: TWO DOLLARS
(But Each Page Is Printed On Genuine Foldable Paper)

TIPS ON CLIP PLACEMENT FOR MAXIMUM THRUST POTENTIAL

WHY THE SOVIETS TRAIL US: "Pravda" Makes Lousy Airplane Paper

CAN WE REALLY SAIL A PAPER SPACE CRAFT TO THE MOON?

"MY X-25-RJ HIT THE TEACHER IN THE HEAD, SO SHE FLUNKED ME!

This Month's Paper Aircraft Tragedy: "I FOLDED MY PAYCHECK INTO A PLANE, AND IT FLEW OUT THE WINDOW!

The Solitaire Player's Companion

MONOTONY 1973 PRICE: A QUARTER (FACE DOWN)

A Tragic True Story: "I PLAYED WITH A 51-CARD DECK AND LOST EVERY GAME FOR EIGHTEEN YEARS!"

The Only Entry In The 1972 National Tournament Loses

Why You Always Turn Up A Red Jack, Except When You Need One

CAN THEY ARREST YOU FOR BETTING WITH YOURSELF ON SOLITAIRE?

"MY HUSBAND HID MY DECK OF CARDS, SO I CUT HIM INTO FOUR EQUAL PILES!"
By Lucille "Looney Lucy" Fledblatt

The CARNIVAL & COUNTRY FAIR GAMESTER

Long Hot Summer
1 9 7 3

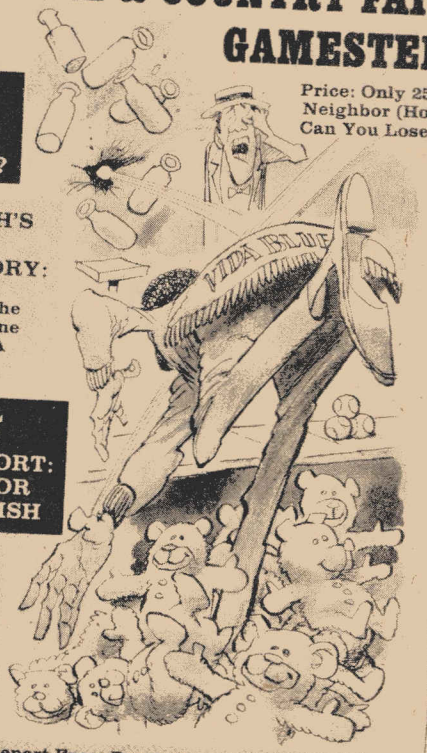
Price: Only 25c, Neighbor (How Can You Lose?)

So You Finally Won An Eight-Foot Stuffed Panda! Now What . . . ?

THIS MONTH'S MIDWAY SUCCESS STORY: "I Tested My Manliness On The Strength Machine . . . And Won A Dolly!"

THE REAL HE-MAN'S CARNIVAL SPORT: TROLLING FOR CELLULOID FISH

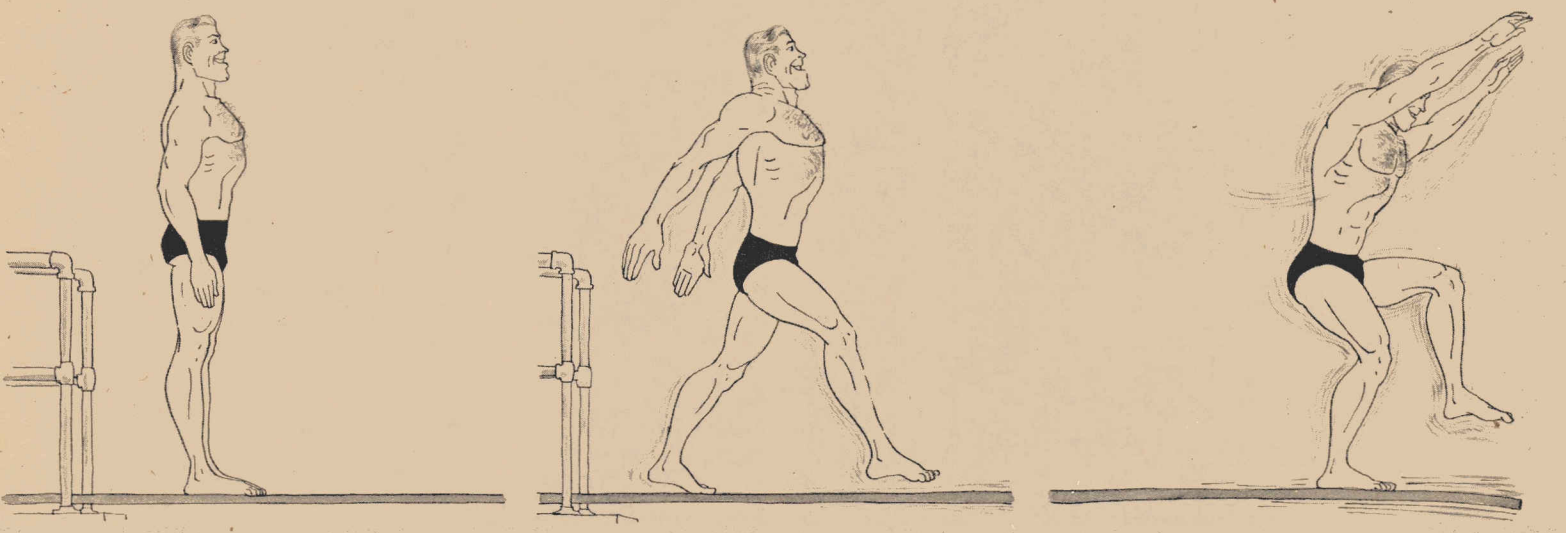
The 1972 Ring Toss Champion Confesses: "It Cost Me Nearly $300 To Win A Solid Aluminum Ash Tray!"

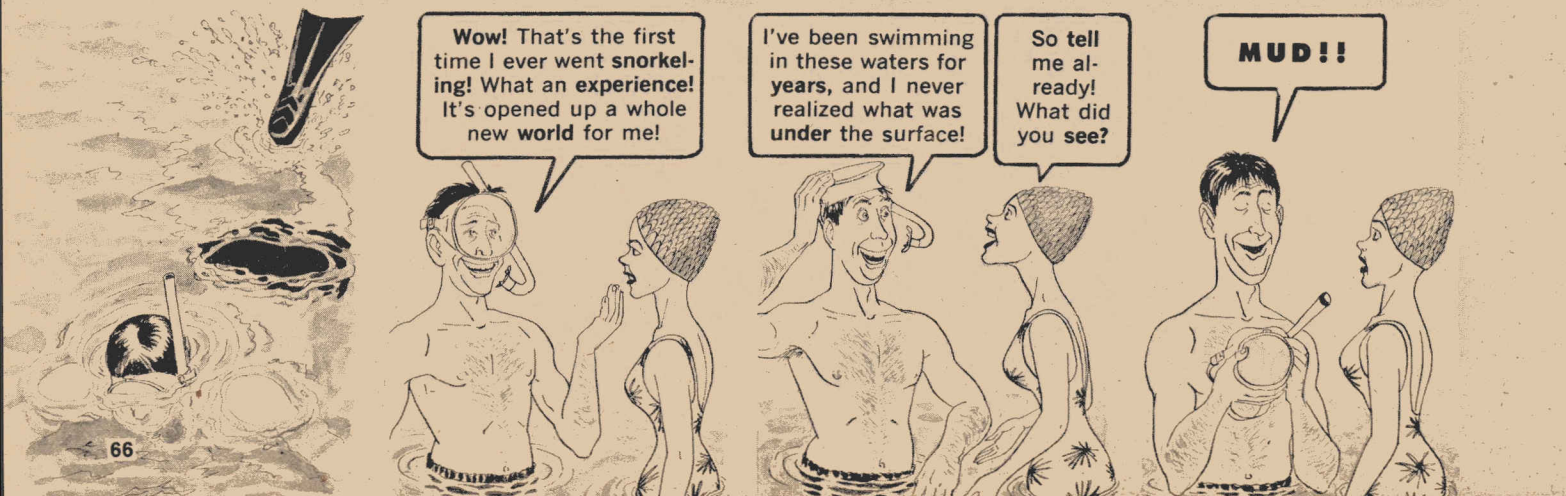


Report From Death Row: "I Aimed An Air Rifle At A Plastic Duck— And Killed The Sheriff!"

BERG'S-EYE VIEW DEPT.

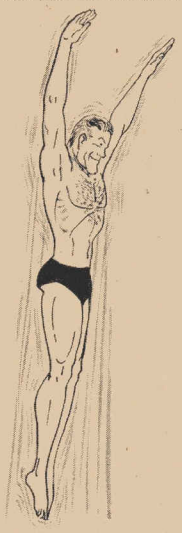
THE LIGHTER SIDE OF WATER

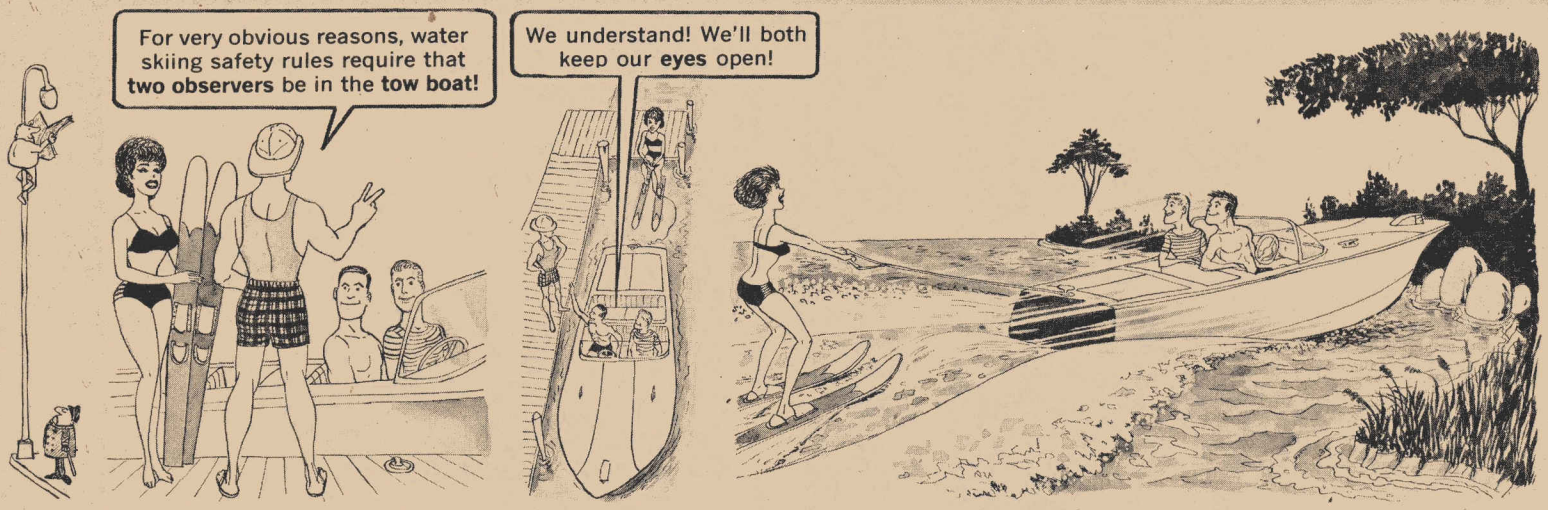




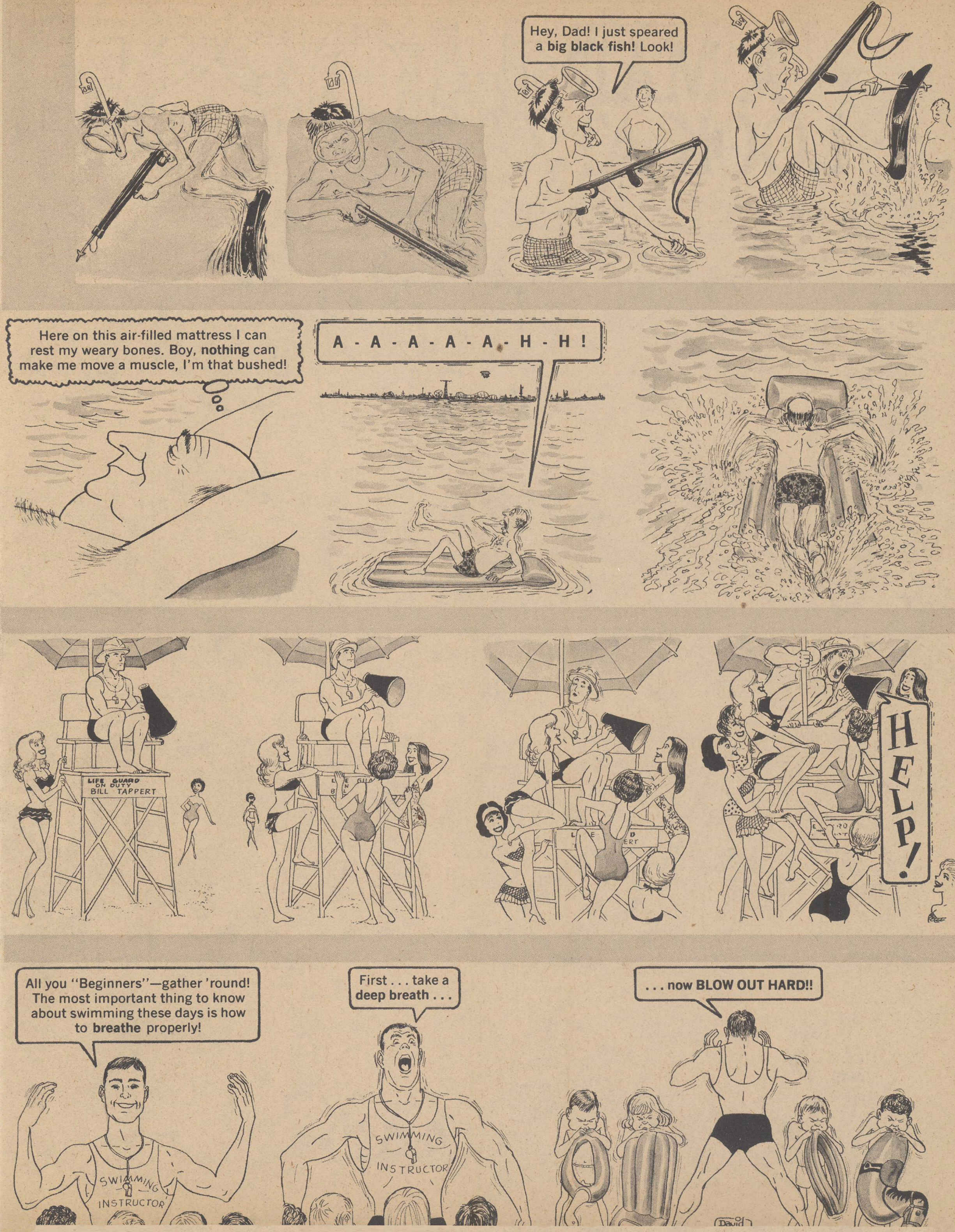
SPORTS

WRITER & ARTIST: DAVID BERG



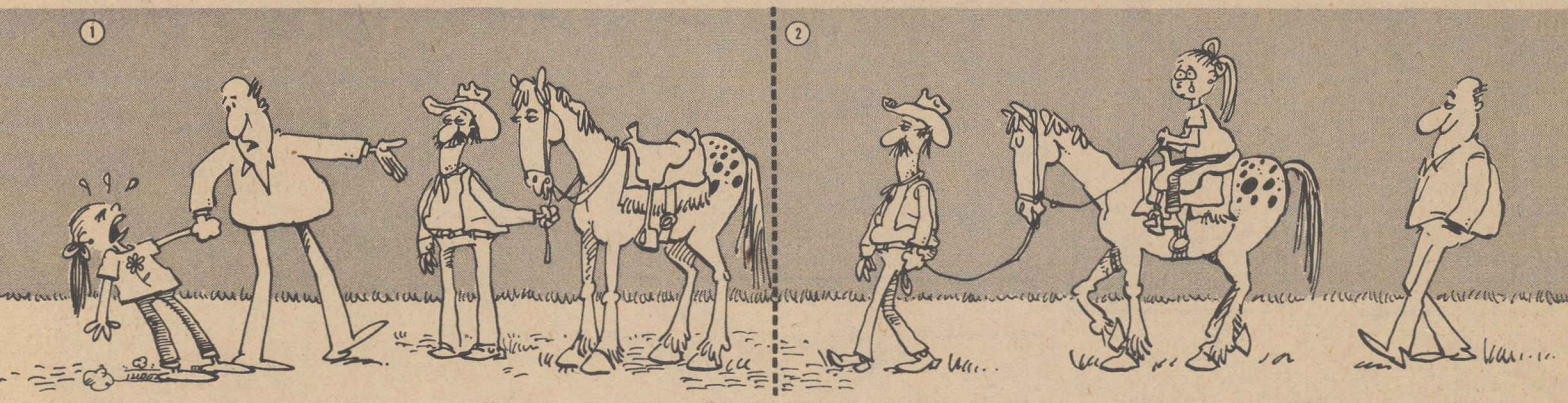


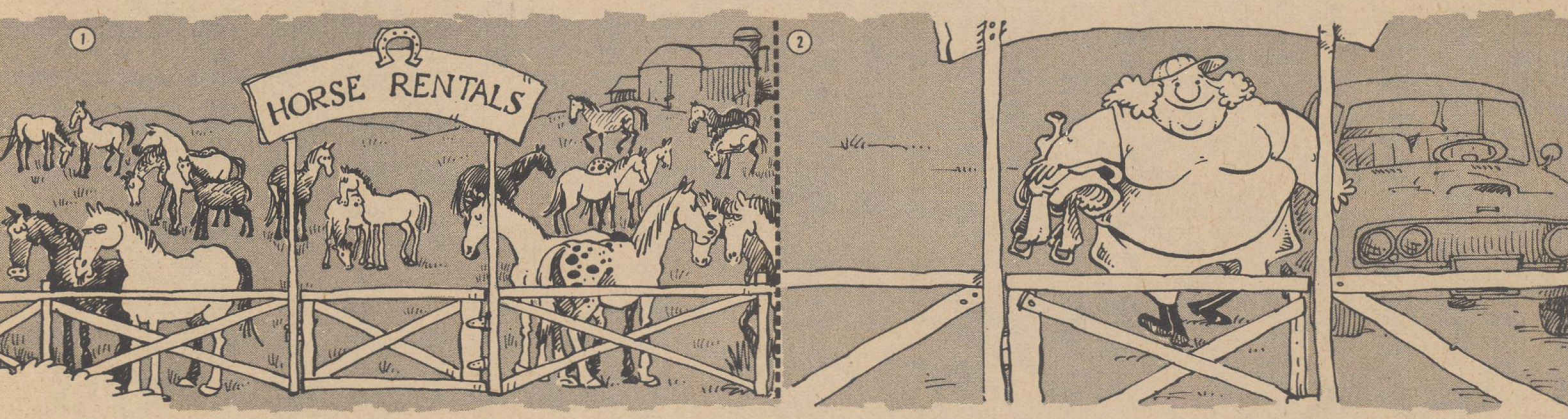
SCREECH!
YOU CRAZY OR SOMETHING!?
I JUST BOUGHT THIS BATHING SUIT! YOU WANNA RUIN IT??
This is the life!
What a week I put in! Every muscle in my body aches!
The sun is so nice and warm— the gentle lapping of the waves is so soothing . . .
Yipe! It's a shark! But he hasn't seen me yet!
Now he sees me! What'll I do?
That's funny! He's turning and swimming away like the Devil was after him!
I wonder what scared him?!?
How lucky you are to be able to afford your own swimming pool! Your children must love the water!
They sure do!
I can't get them away from the lawn sprinkler!

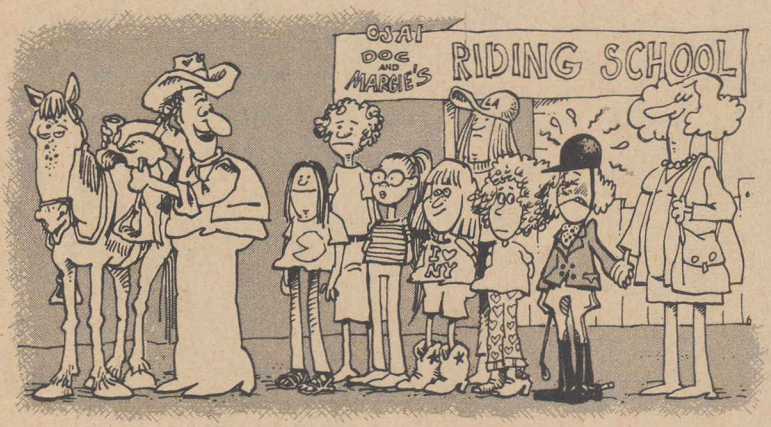

Hey, Dad! I just speared a big black fish! Look!
Here on this air-filled mattress I can rest my weary bones. Boy, nothing can make me move a muscle, I'm that bushed!
A - A - A - A - A - H - H !
LIFE GUARD ON DUTY BILL TAPPERT
HELP!
All you "Beginners"—gather 'round! The most important thing to know about swimming these days is how to breathe properly!
SWIMMING INSTRUCTOR
First . . . take a deep breath . . .
SWIMMING INSTRUCTOR
. . . now BLOW OUT HARD!!

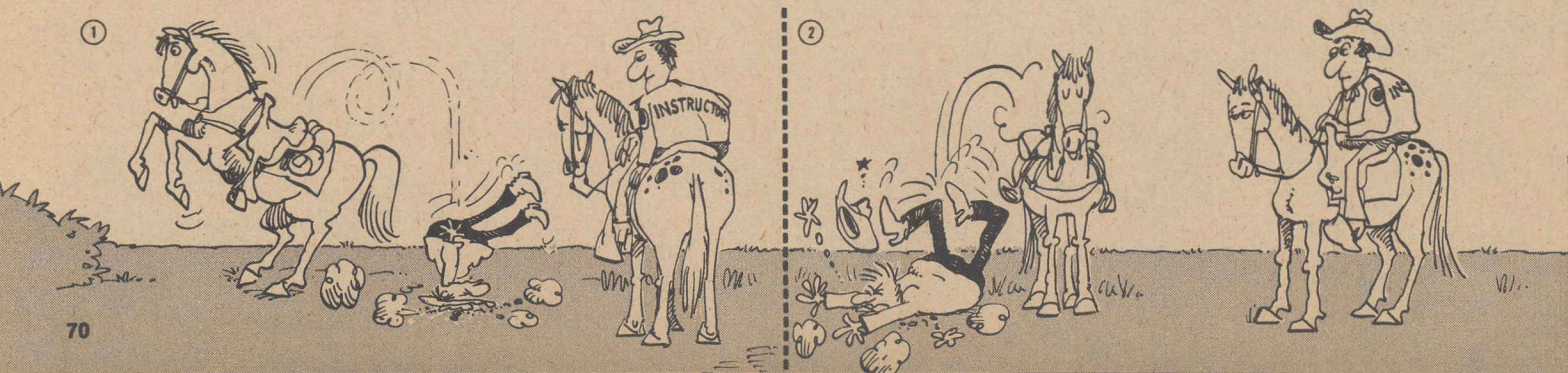
GIDDY-YAKS DEPT.

A MAD LOOK AT HORSE

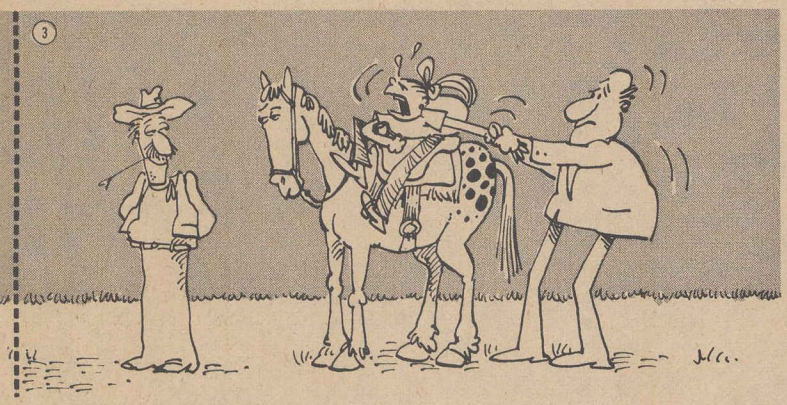


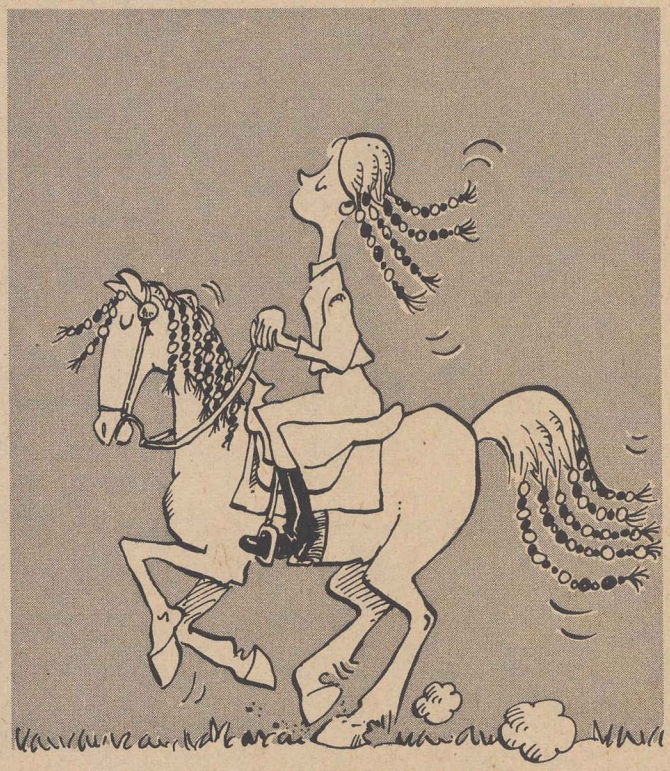


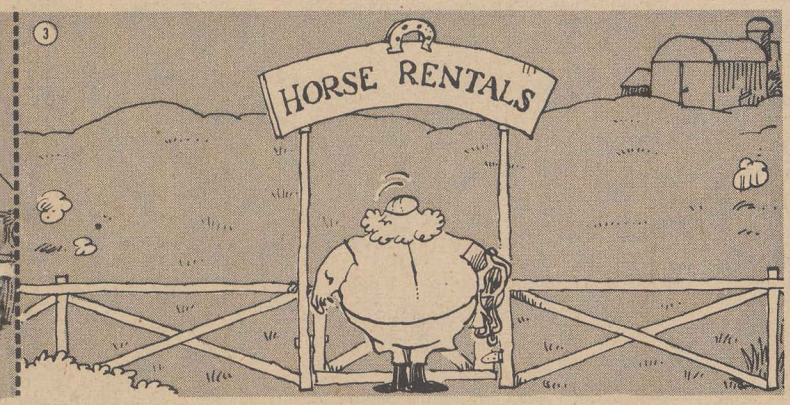




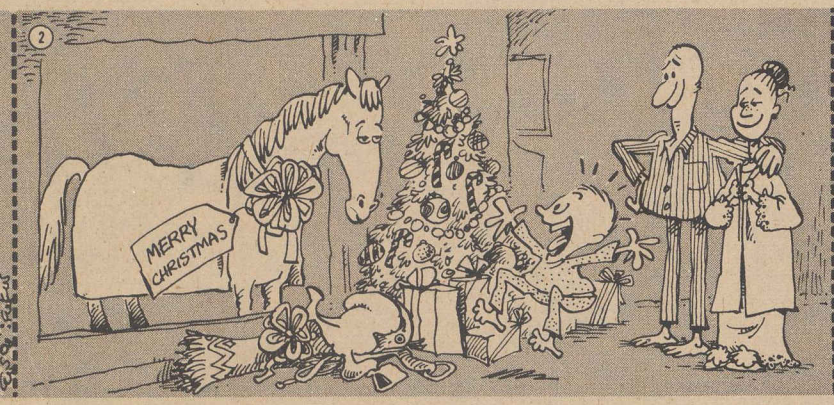
BACK RIDING

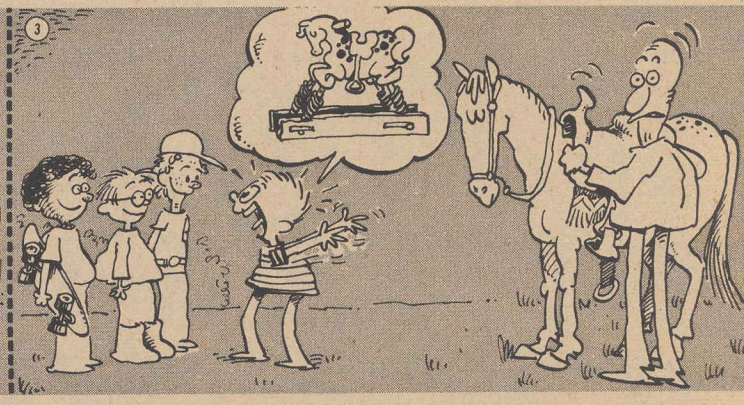


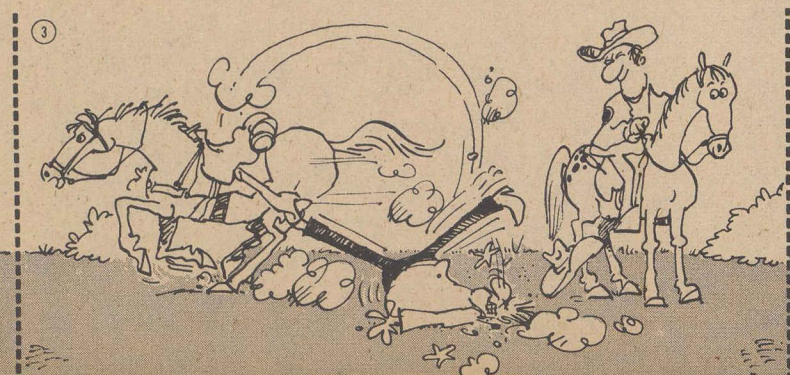


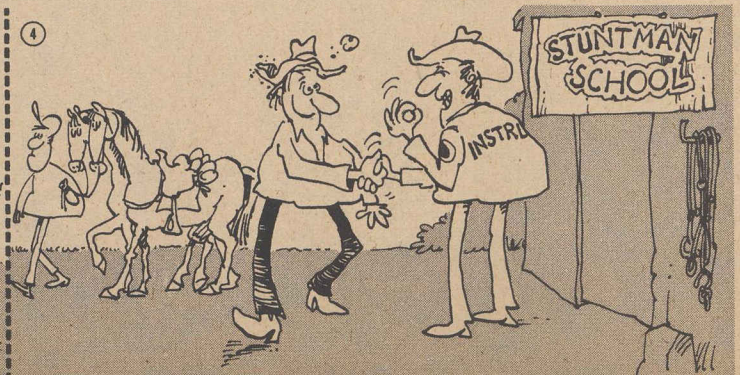


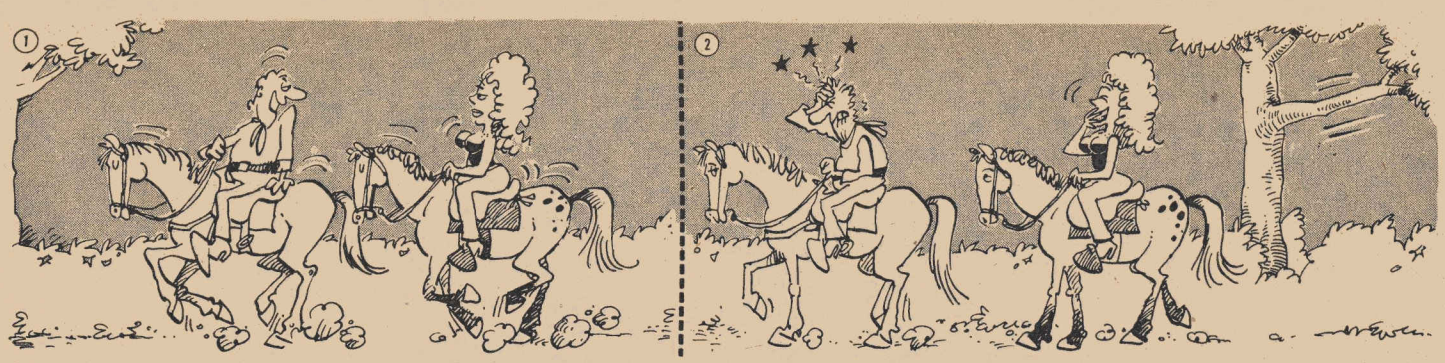
WRITER AND ARTIST: SERGIO ARAGONES

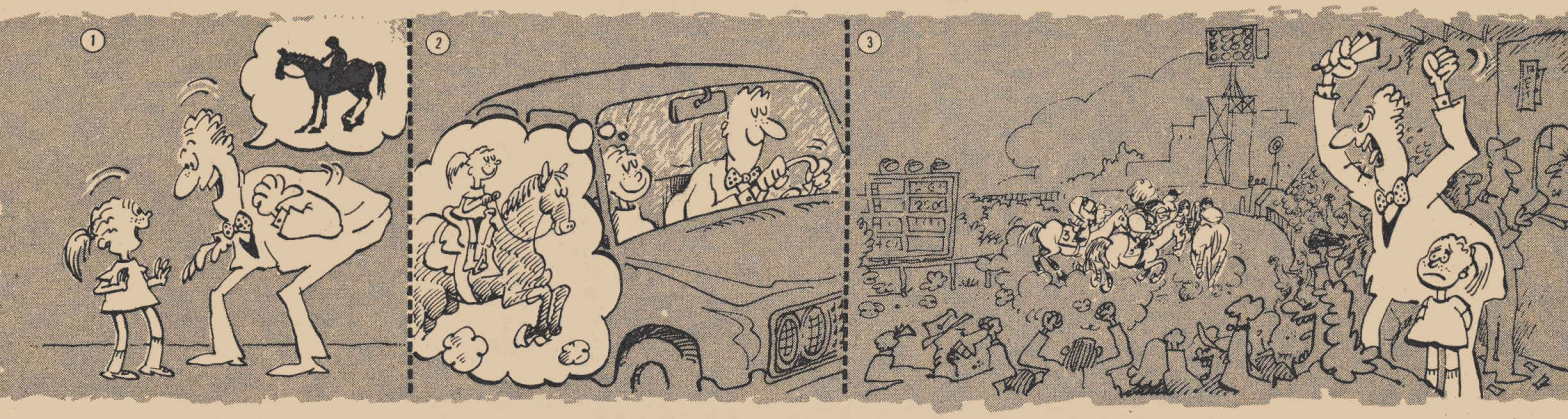


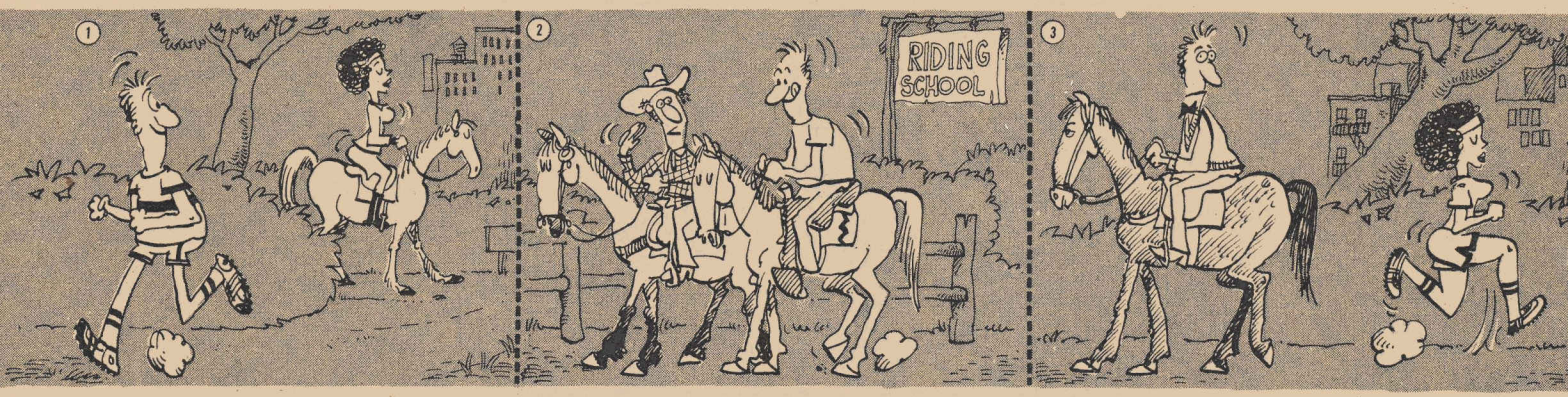








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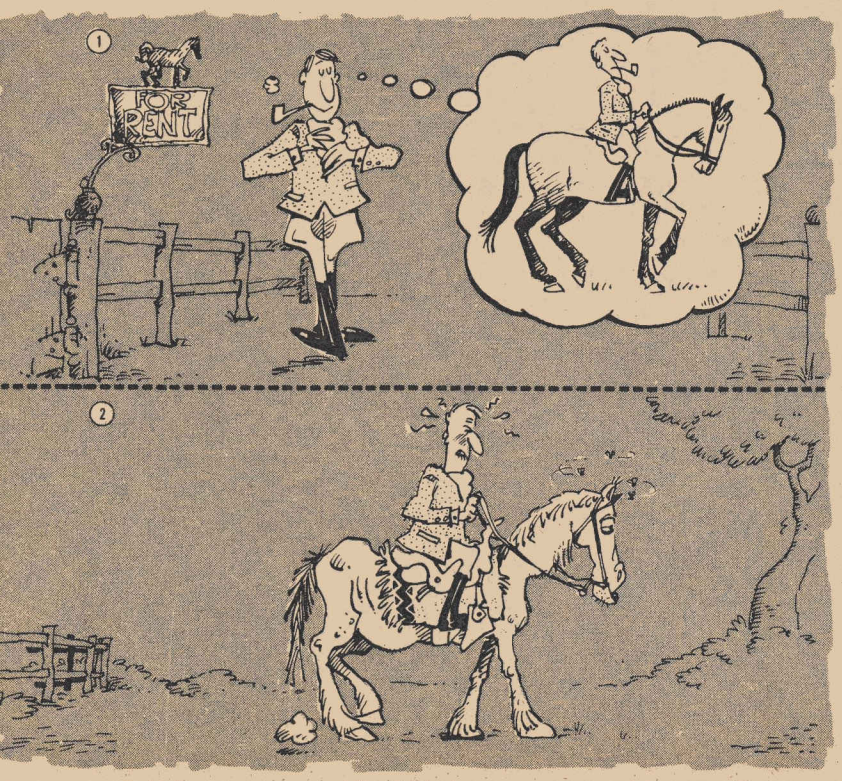
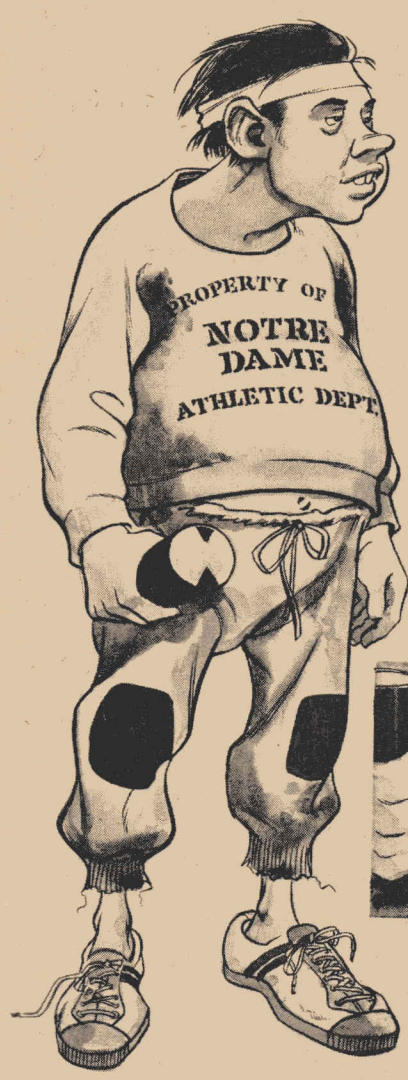

FOR RENT

ARAGONES 83

SWEAT SUCKS! DEPT.

Wherever you look today, people are into jogging, tennis, marathon-running and other forms of (yecch) exerting pastimes. Mainly, physical fitness has taken over. Which makes it really tough on lazy slobs who hate exercise in any form, but don't want to admit it. What in heck are they supposed to do? Well... as luck would have it, MAD recently came across a catalogue crammed with items expecially designed for the "Non-Athlete." Which is our way of introducing...

OUR "SLOB'S SWEATSUIT" IS DESIGNED TO IMPRESS!



NOTE THESE EXCLUSIVE SHAM-JOCK FEATURES!

The "stenciled inscription" makes it look as if you once starred as a first-string college athlete.

The pre-stained underarms gives "evidence" that your sweatshirt has actually been sweated in.

The pre-patched knees convinces your friends that this is a garment that has actually been used for your grueling daily workouts.

The pre-ripped ankle bands backs up wild stories of your "courage" attempting to evade snapping dogs while jogging or marathon-running.

Sweatshirt elbows are triple-layer padded, providing comfy support for those weekends that you spend holding cans of beer while you doze off in your favorite easy chair!

NO. 819 $39.95

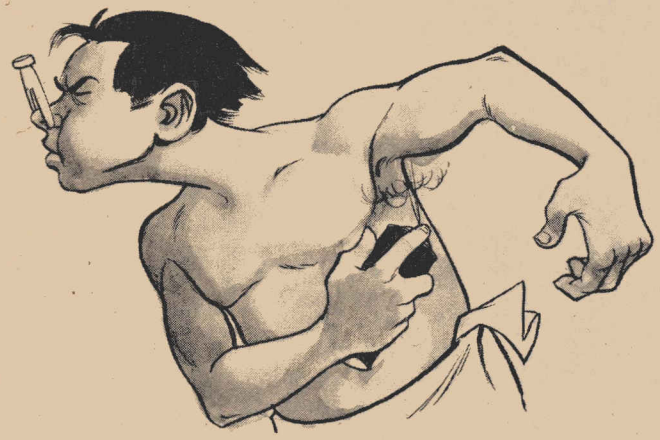
YOU REALLY GET INTO SHAM-JOCK SOCKS!

Sock it to your chums with our phony footwear! Each pair of our Sham-Jock Socks sports bogus "athletic stripes" at their tops—pre-faded to simulate rugged jock use! Actually, material is heather-soft cashmere for maximum luxuriating while you're goofing off!

Order 3 pair of socks and get a FREE spray can of our patented Foot-Stench formulated to duplicate the *ulp*-sickening smell of most runners' feet!

NO. 435 1 PR. $5.50
3 PR. $15.00

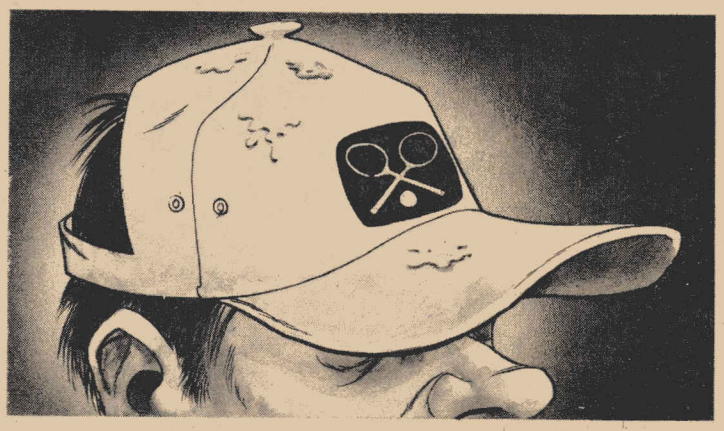
SMELLING IS BELIEVING!



So why work up perspiration when you can spray it on with "Quik Sweat"? Applied to the face, it beads and runs like the real thing! Applied to the underarms, it clings and gives you that unmistakable "work-out odor"!

NO. 297 PER CAN $5.95

KEEP ON THE TOP OF YOUR GAME!



Your game of fakery, that is, when you wear your nifty Sham-Jock Tennis Hat! Pre-wilted and pre-stained with lifelike bird droppings, it has that authentic "Used Look" coveted by all lazy non-athletes! Order it today!

NO. 281 (SPECIFY HAT SIZE) $6.95

OUR SHAM-JOCK SNEAKERS ARE A REAL "PUT-ON"!

Bending over can be strenuous! Why be "tied down" with ordinary sneakers when you can ease your feet into "Fake Laced" zippered slip-ons!

Factory worn soles will prove beyond a doubt that you're into heavy running!

Sole edges are decorated with fake "tar" and "doggie-do" stains... giving more evidence of much rugged street running!

YOU'LL LOVE THESE ADDED "EXTRAS"

Knots in laces will convince your athletic pals that these sneakers have seen plenty tough daily use!

Optional "Imbedded Nail" effect adds to convincing "Run-In Look"!

Cushy heel-base with butter-soft padding guarantees comfort when propping feet on sofas, coffee-tables, footstools and hassocks!

Reenforced multi-layered toe tips resist wear and tear associated with kneeling and tuning TV sets.

NO. 1015 $32.50 WITH OPTIONAL IMBEDDED NAIL $36.50

FAKE THEM OUT WITH "INSTANT BLOOD"!

They'll think you've taken a tumble out running or playing racketball! What they won't know is that you're using "Instant Blood"—the favorite sham of sham jocks everywhere! Apply it to your knees or elbows, it looks, congeals like the real thing!

NO. 207 $2.95 PER BOTTLE

GET SMASHED OFF THE COURT!

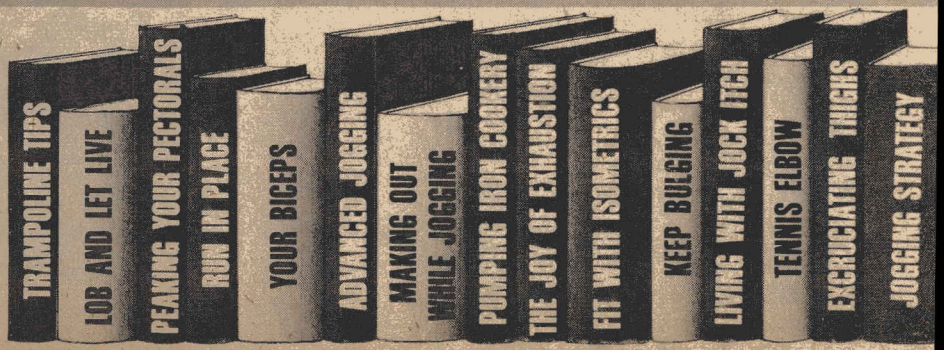
It looks like a can of tennis balls... but actually, it's a sneaky "thermos" that holds 12 oz. of beer or booze or soda or whatever you drink! Now you can have a quick and quite snootful ...while all those other idiots around you are into (yecch) exercising like mad.

NO. 211 $12.50

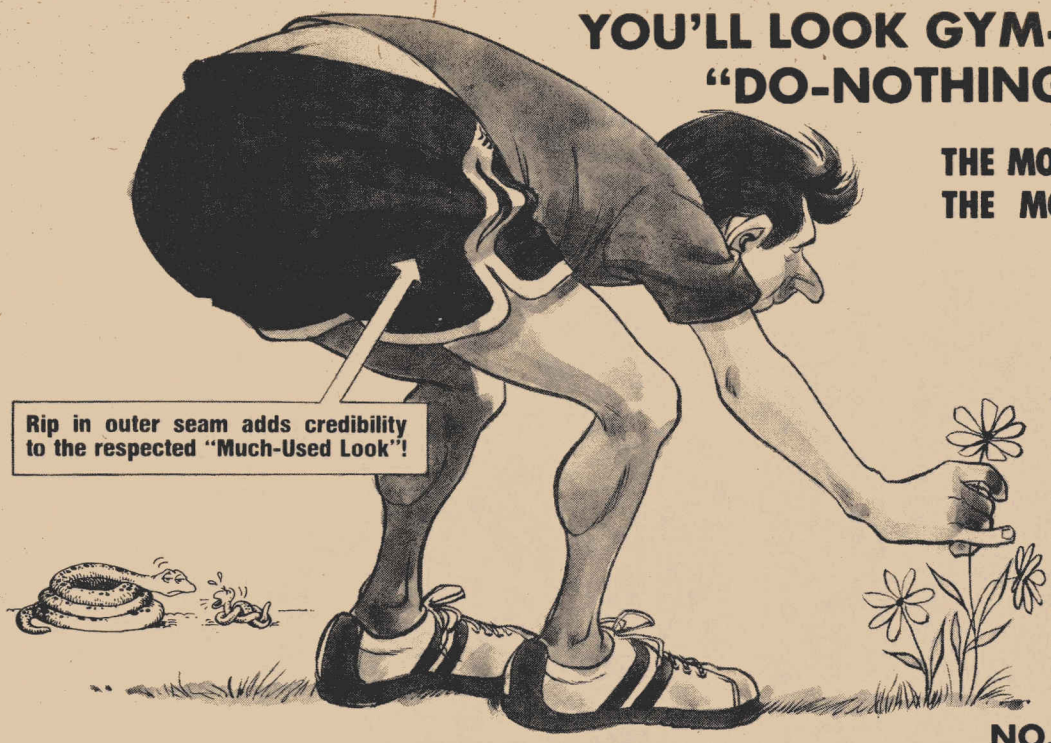
WHO'S COVERING UP?

You are... when you dress up your library by covering up your old books with our fake jock-sounding jackets! Choose from these exciting titles:

NO. 290 EACH $1.95



YOU'LL LOOK GYM-DANDY IN OUR "DO-NOTHING" GYM SHORTS



THE MORE YOU'RE OUT OF SHAPE THE MORE YOU'LL LOVE THEM!

Discover a new world of non-exercise with the gym shorts favored by out-of-shape "dawdlers" the world over!

The fabric is pre-grimed with road dust mixed with authentic city soot, creating the impression you're into heavy outdoor running like marathons!

Grass stains give "proof" you've taken spills on many a fictitious slope!

Seat is velour-lined for comfy softness while sitting around, and crotch area is double padded to prevent the dreaded "thigh shock" resulting from holding iced drinks between your legs.

NO. 663 $9.95

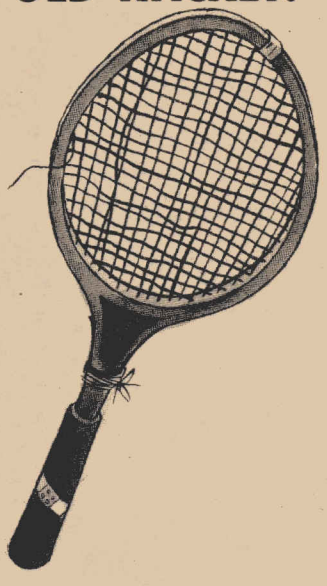
THE SHAM-JOCK GYM BAG HAS IT ALL!

Our most successful item of athletic fakery! Friends will think you're toting shorts, gym socks and other detestibles! In truth, as the cutaway shows, bag's interior contains compartments for stashing cookies, candy bars, potato chips and similar junk food necessities needed at a moment's notice by the phony jock!

NO. 275 $12.95
CHOCK FULL OF GOODIES $29.95

GET INTO AN OLD RACKET!

Carry around this beat-up old tennis racket... and look like a demon of the courts! Pre-scuffed and scratched, its loose strings provide you with the alibi that you're "waiting to have it re-strung!" You're not, of course, and you'll come off as a real tennis fanatic! Off the court, that is, before you can exert yourself!



NO. 244 $27.50

THEY'LL LOVE YOU... IN A PHONY CAST!

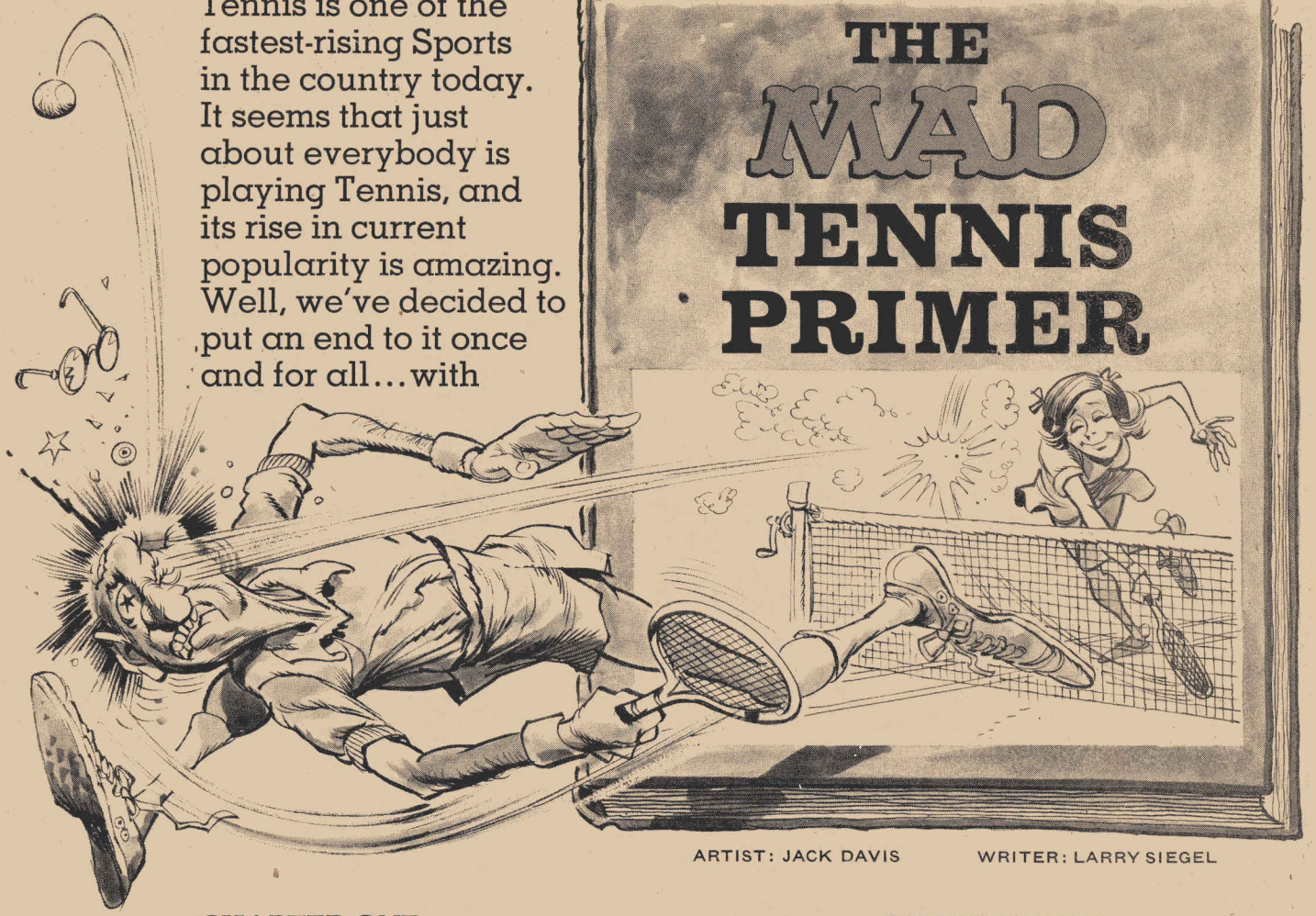
A must for the non-skier! Ultra light weight, it fits snugly around your leg as if something was actually broken! It's a sure-fire way to make out in the lodge, while the real skiers are wasting their time on the slopes!

NO. 224 $15.95
PRE-AUTOGRAPHED $25.95

COURT JESTING DEPT.

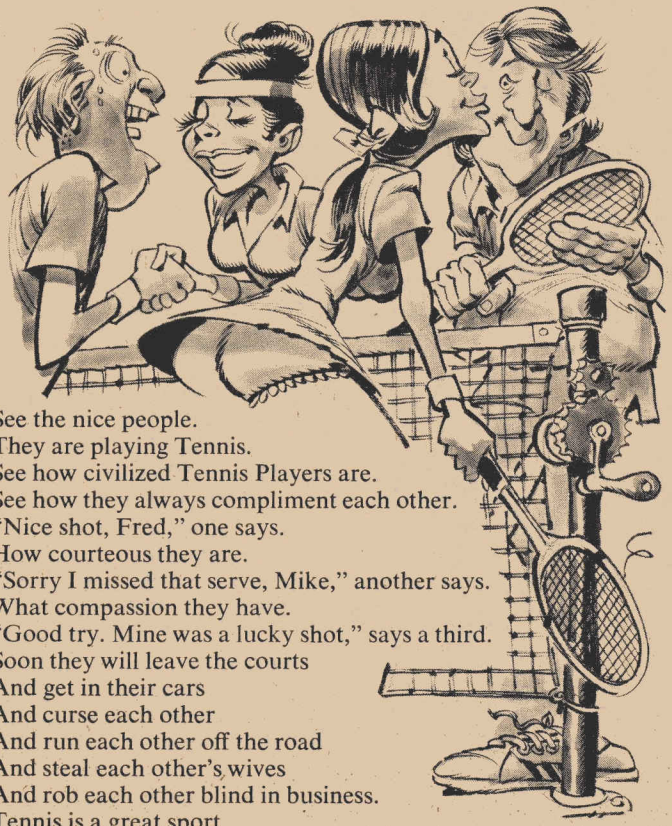
Tennis is one of the fastest-rising Sports in the country today. It seems that just about everybody is playing Tennis, and its rise in current popularity is amazing. Well, we've decided to put an end to it once and for all...with

THE MAD TENNIS PRIMER



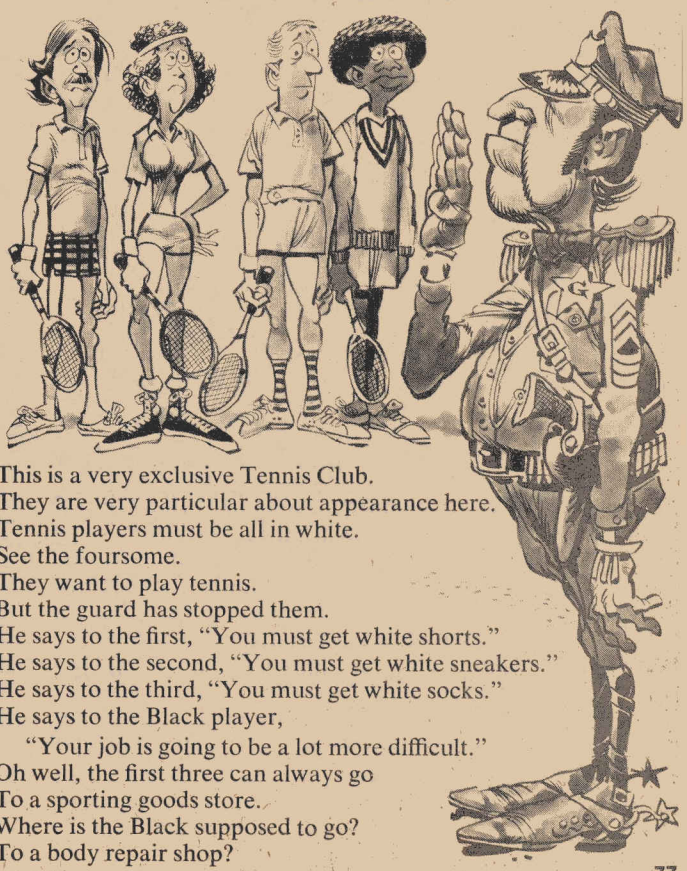
ARTIST: JACK DAVIS WRITER: LARRY SIEGEL

CHAPTER ONE



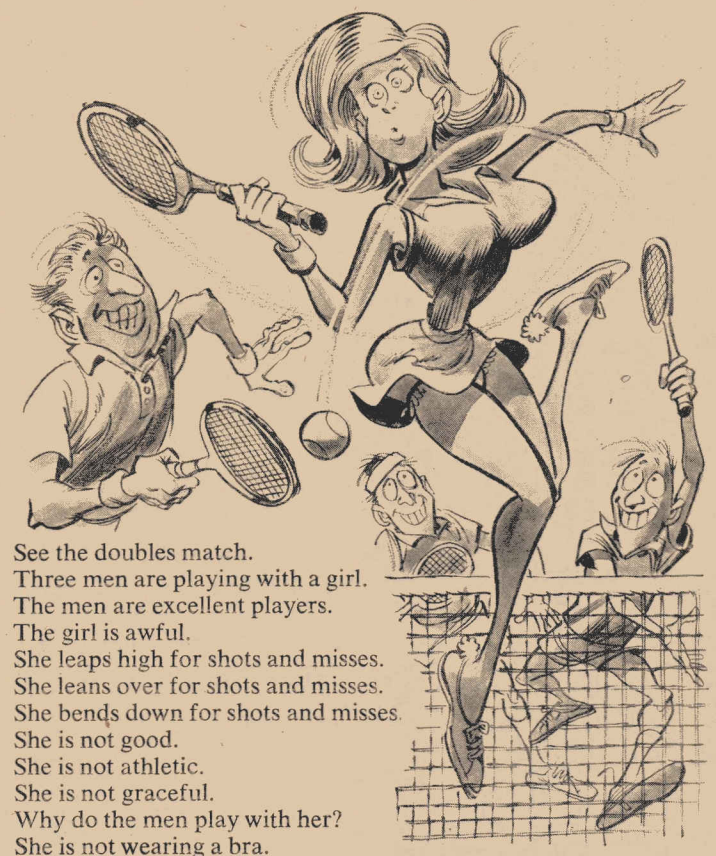
See the nice people.
They are playing Tennis.
See how civilized Tennis Players are.
See how they always compliment each other.
"Nice shot, Fred," one says.
How courteous they are.
"Sorry I missed that serve, Mike," another says.
What compassion they have.
"Good try. Mine was a lucky shot," says a third.
Soon they will leave the courts
And get in their cars
And curse each other
And run each other off the road
And steal each other's wives
And rob each other blind in business.
Tennis is a great sport
But it *does* interfere with the American Way of Life.

CHAPTER TWO



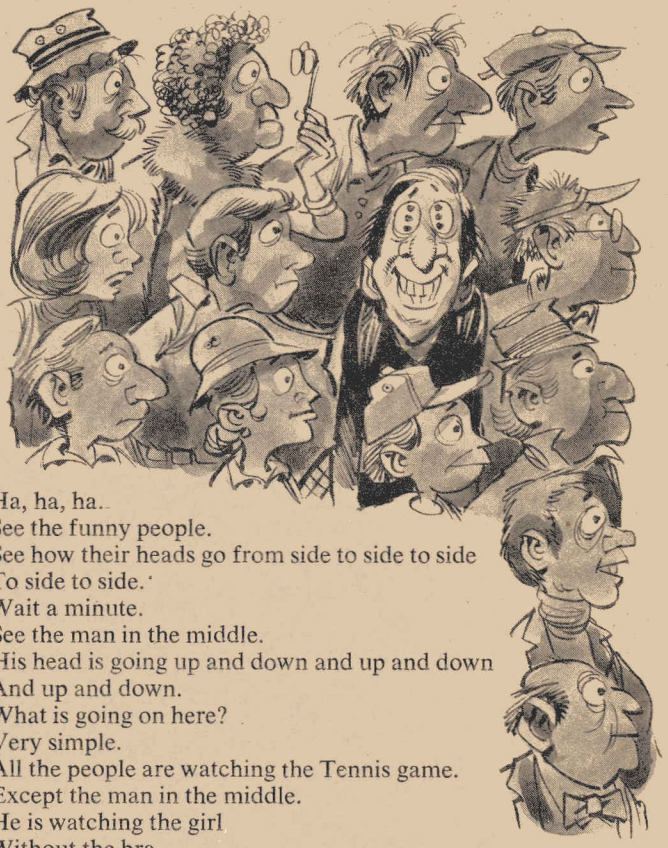
This is a very exclusive Tennis Club.
They are very particular about appearance here.
Tennis players must be all in white.
See the foursome.
They want to play tennis.
But the guard has stopped them.
He says to the first, "You must get white shorts."
He says to the second, "You must get white sneakers."
He says to the third, "You must get white socks."
He says to the Black player,
"Your job is going to be a lot more difficult."
Oh well, the first three can always go
To a sporting goods store.
Where is the Black supposed to go?
To a body repair shop?

CHAPTER THREE



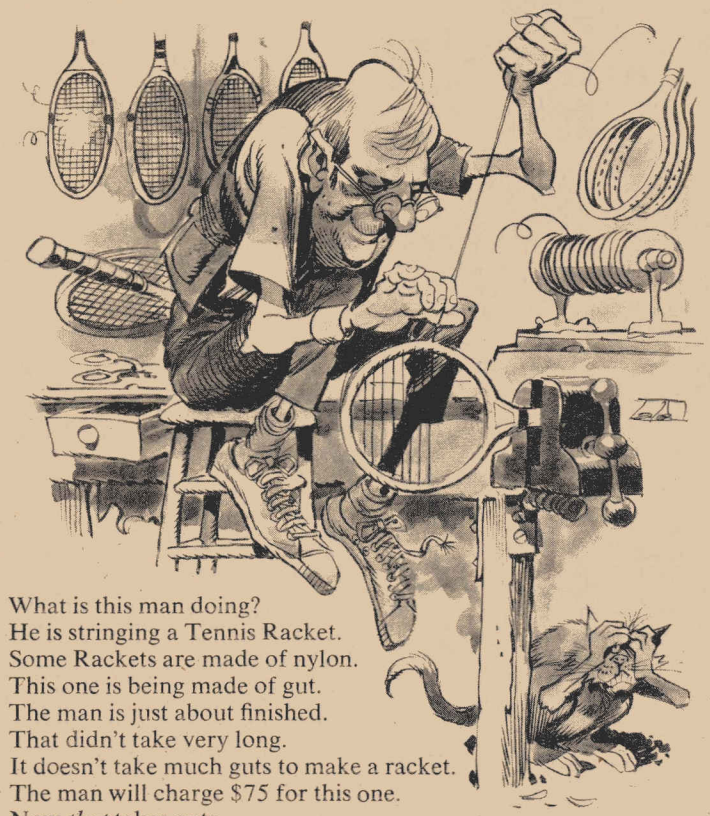
See the doubles match.
Three men are playing with a girl.
The men are excellent players.
The girl is awful.
She leaps high for shots and misses.
She leans over for shots and misses.
She bends down for shots and misses.
She is not good.
She is not athletic.
She is not graceful.
Why do the men play with her?
She is not wearing a bra.

CHAPTER FOUR



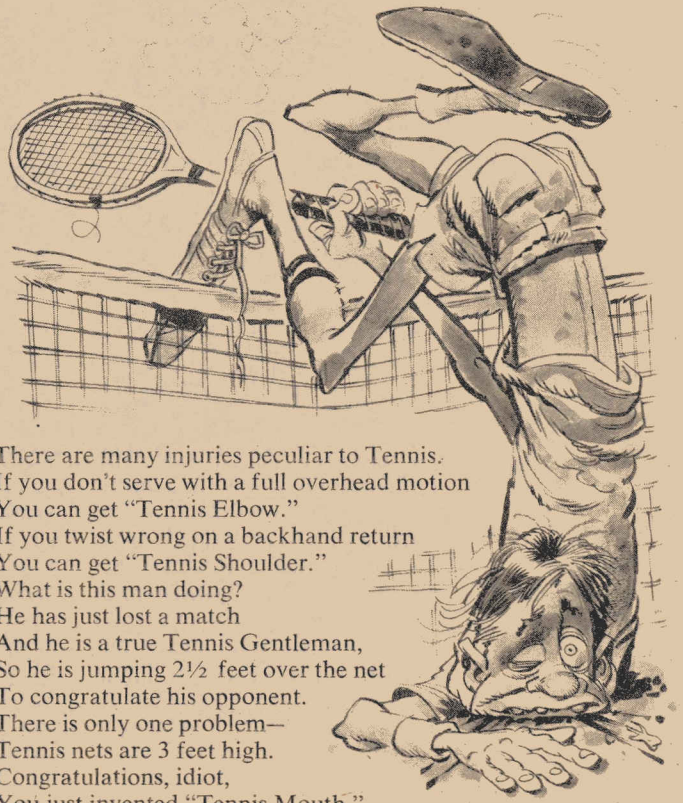
Ha, ha, ha.
See the funny people.
See how their heads go from side to side to side
To side to side.
Wait a minute.
See the man in the middle.
His head is going up and down and up and down
And up and down.
What is going on here?
Very simple.
All the people are watching the Tennis game.
Except the man in the middle.
He is watching the girl
Without the bra.

CHAPTER SEVEN



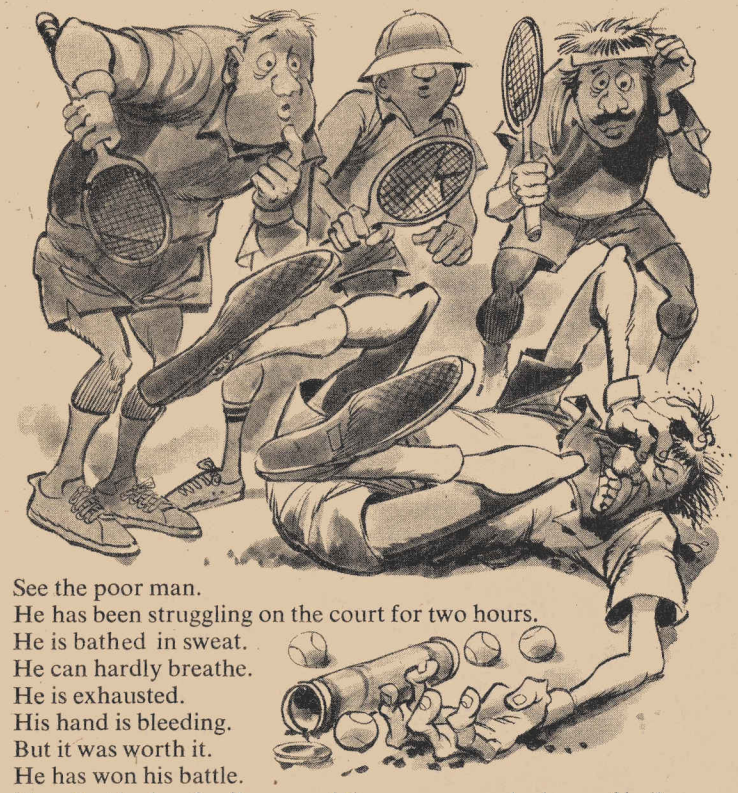
What is this man doing?
He is stringing a Tennis Racket.
Some Rackets are made of nylon.
This one is being made of gut.
The man is just about finished.
That didn't take very long.
It doesn't take much guts to make a racket.
The man will charge $75 for this one.
Now *that* takes guts.

CHAPTER EIGHT



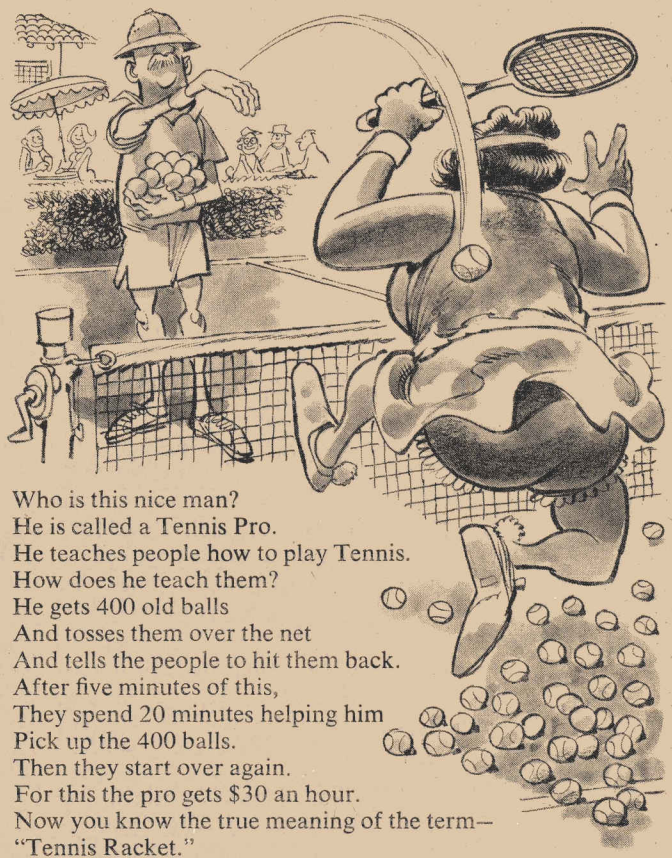
There are many injuries peculiar to Tennis.
If you don't serve with a full overhead motion
You can get "Tennis Elbow."
If you twist wrong on a backhand return
You can get "Tennis Shoulder."
What is this man doing?
He has just lost a match
And he is a true Tennis Gentleman,
So he is jumping 2½ feet over the net
To congratulate his opponent.
There is only one problem—
Tennis nets are 3 feet high.
Congratulations, idiot,
You just invented "Tennis Mouth."

CHAPTER FIVE



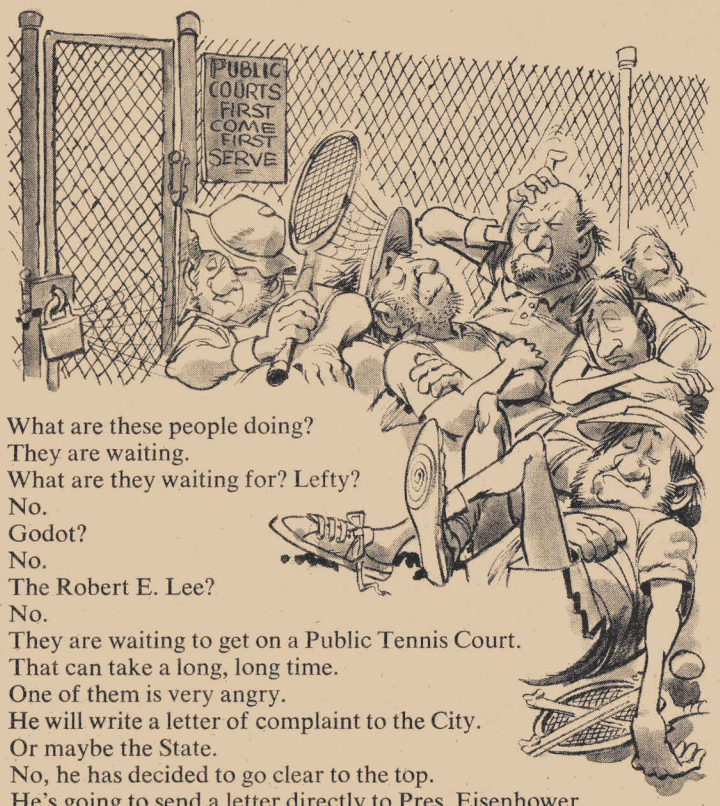
See the poor man.
He has been struggling on the court for two hours.
He is bathed in sweat.
He can hardly breathe.
He is exhausted.
His hand is bleeding.
But it was worth it.
He has won his battle.
Now that he has finally opened the vacuum-packed can of balls,
He is ready to play Tennis.

CHAPTER SIX

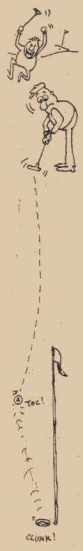


Who is this nice man?
He is called a Tennis Pro.
He teaches people how to play Tennis.
How does he teach them?
He gets 400 old balls
And tosses them over the net
And tells the people to hit them back.
After five minutes of this,
They spend 20 minutes helping him
Pick up the 400 balls.
Then they start over again.
For this the pro gets $30 an hour.
Now you know the true meaning of the term—
"Tennis Racket."

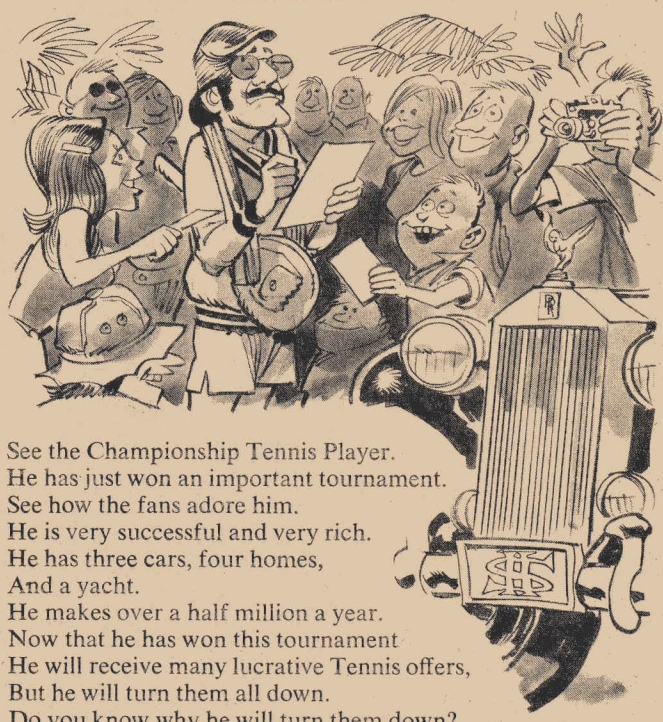
CHAPTER NINE



What are these people doing?
They are waiting.
What are they waiting for? Lefty?
No.
Godot?
No.
The Robert E. Lee?
No.
They are waiting to get on a Public Tennis Court.
That can take a long, long time.
One of them is very angry.
He will write a letter of complaint to the City.
Or maybe the State.
No, he has decided to go clear to the top.
He's going to send a letter directly to Pres. Eisenhower.
Hmm, he's been waiting a lot longer than we thought.



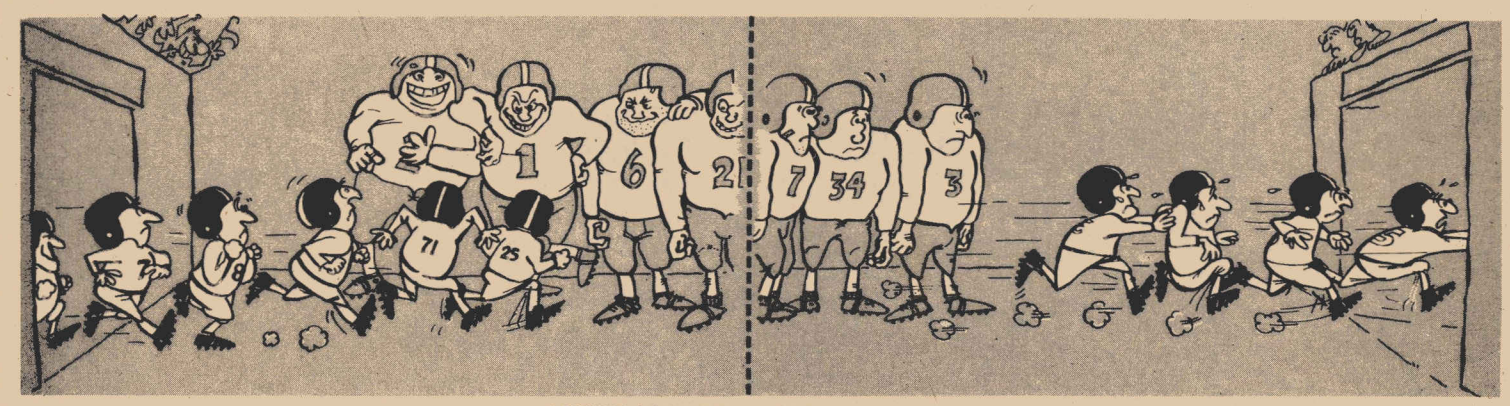
CHAPTER TEN



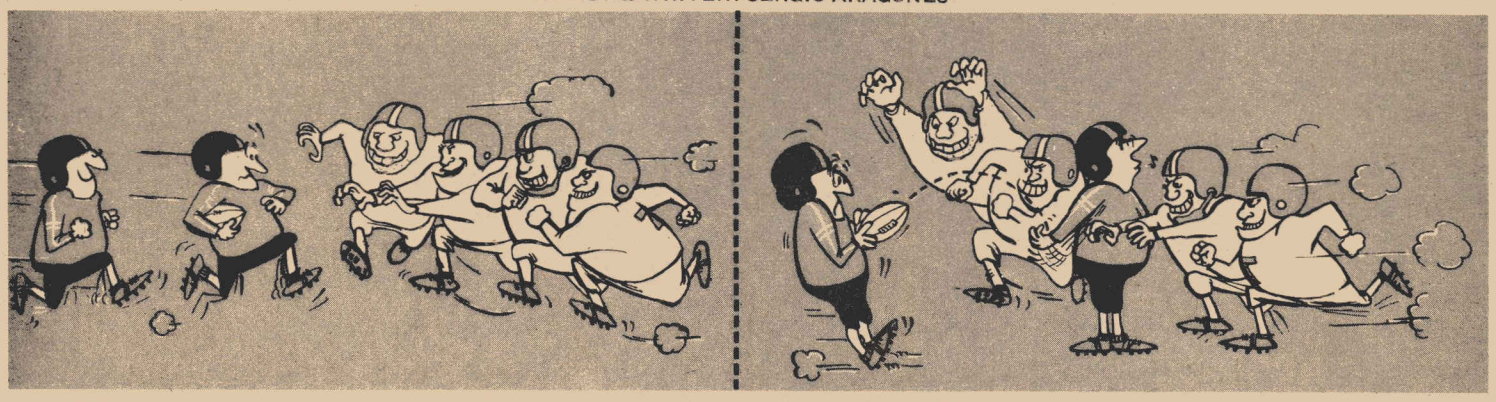
See the Championship Tennis Player.
He has just won an important tournament.
See how the fans adore him.
He is very successful and very rich.
He has three cars, four homes,
And a yacht.
He makes over a half million a year.
Now that he has won this tournament
He will receive many lucrative Tennis offers,
But he will turn them all down.
Do you know why he will turn them down?
Because he doesn't want to turn Professional.
Isn't Amateur Tennis wonderful?
Some top performers make almost as much money
As College Football Players.

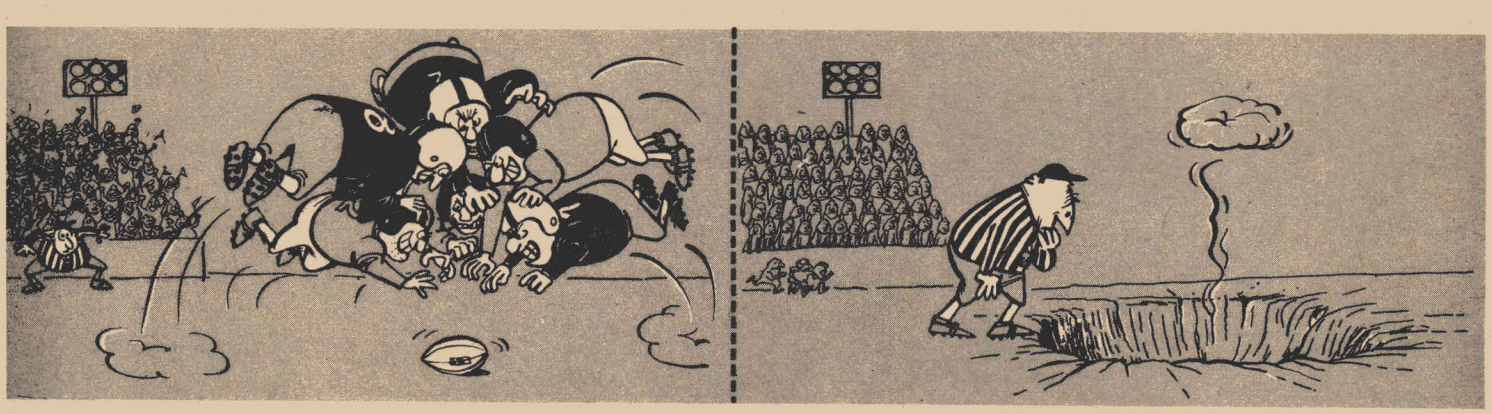
Sergio Aragones, MAD's newest addition, who recently arrived from "South Of The Border"—and contemplated making for it when his "MAD LOOK AT MOTORCYCLE COPS"

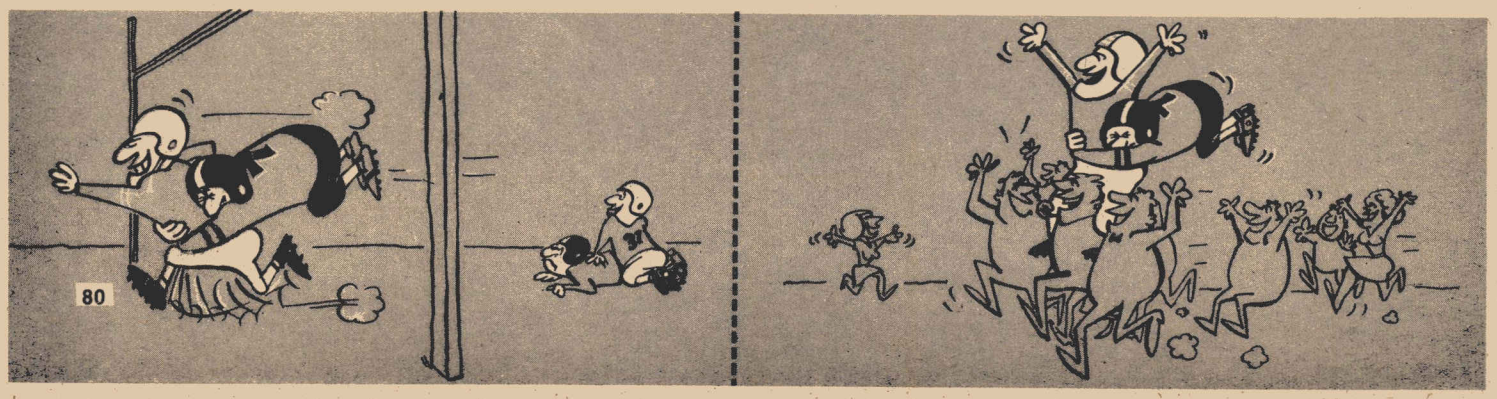
A MAD LOOK



ARTIST & WRITER: SERGIO ARAGONES

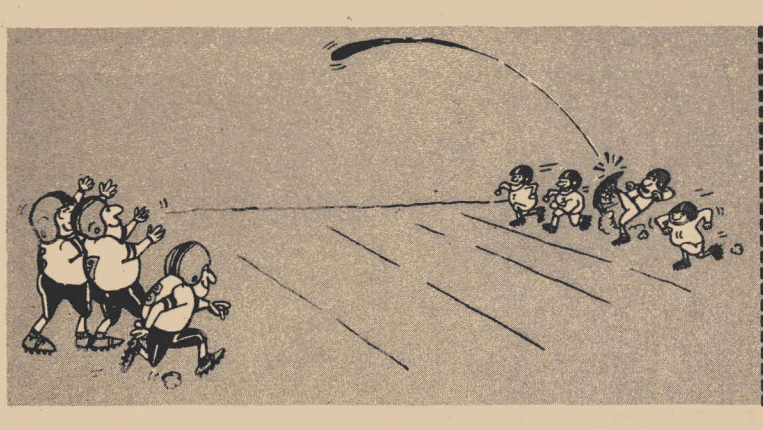


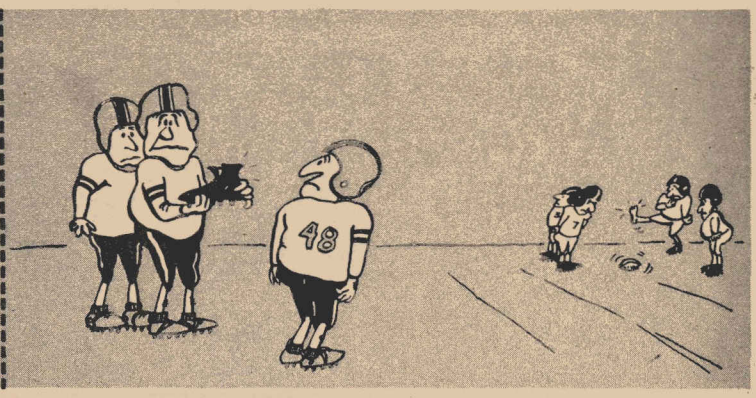


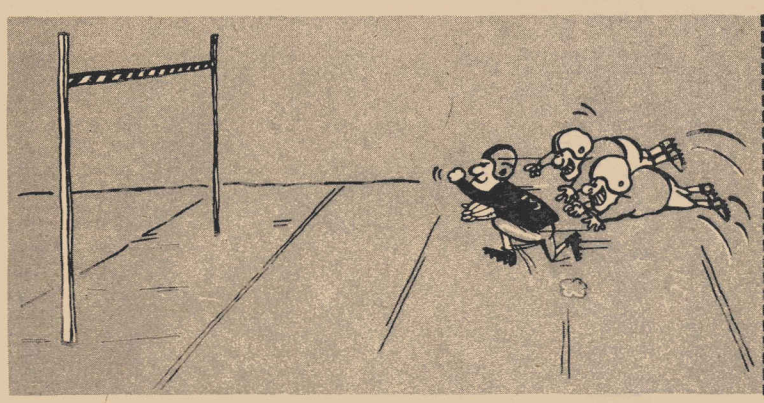


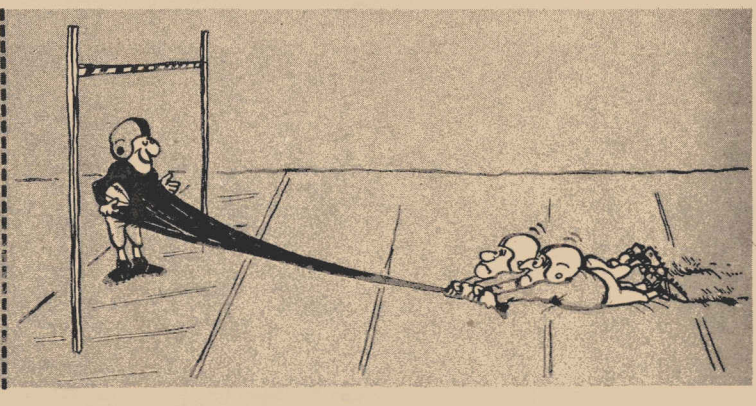
was published, now takes his satirical pen in hand and brings us this humorous appraisal of our quaint "Fall Saturday Afternoon Sports Spectacles". Here is:

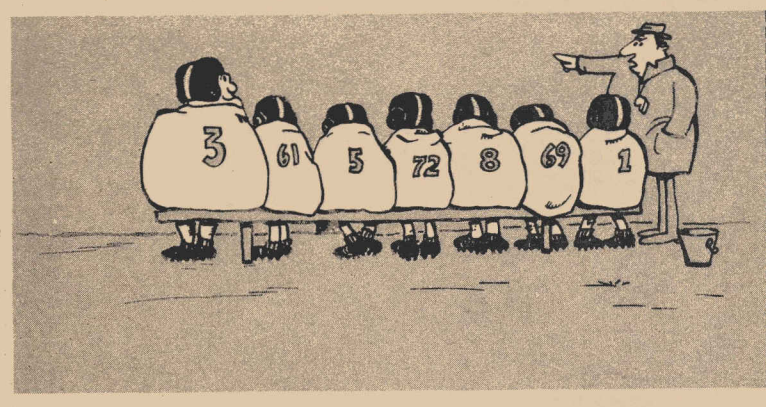
AT FOOTBALL

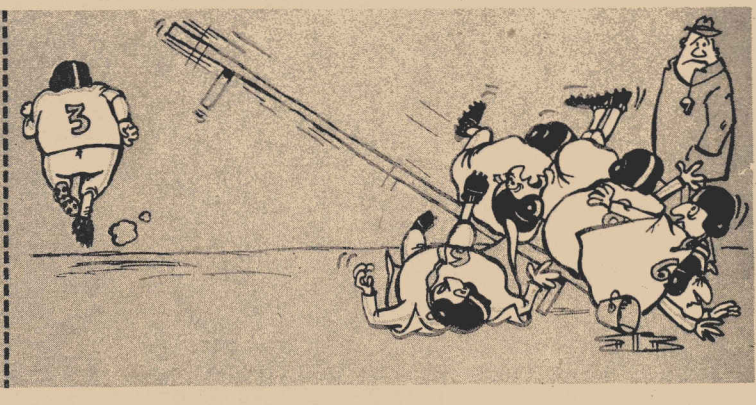


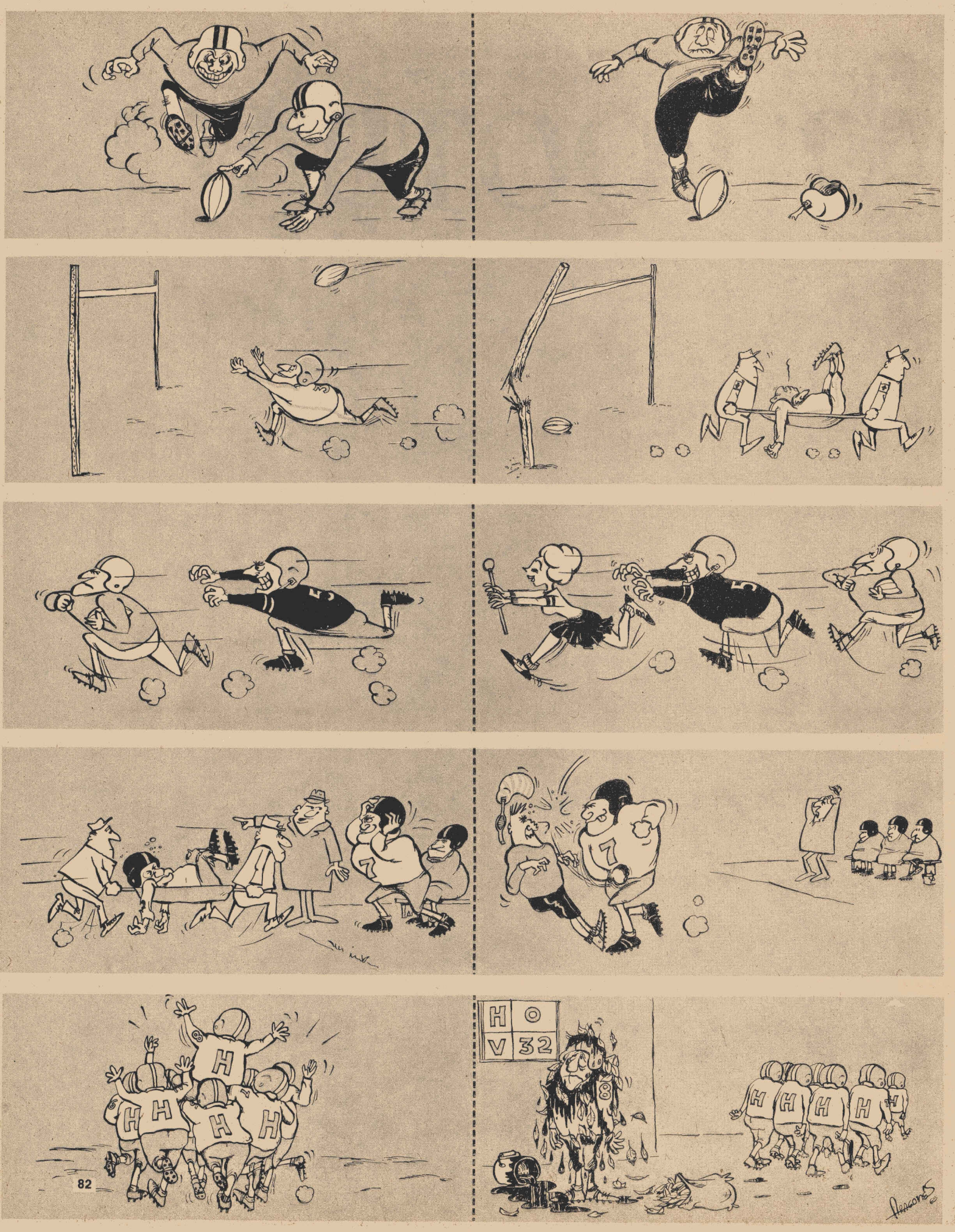








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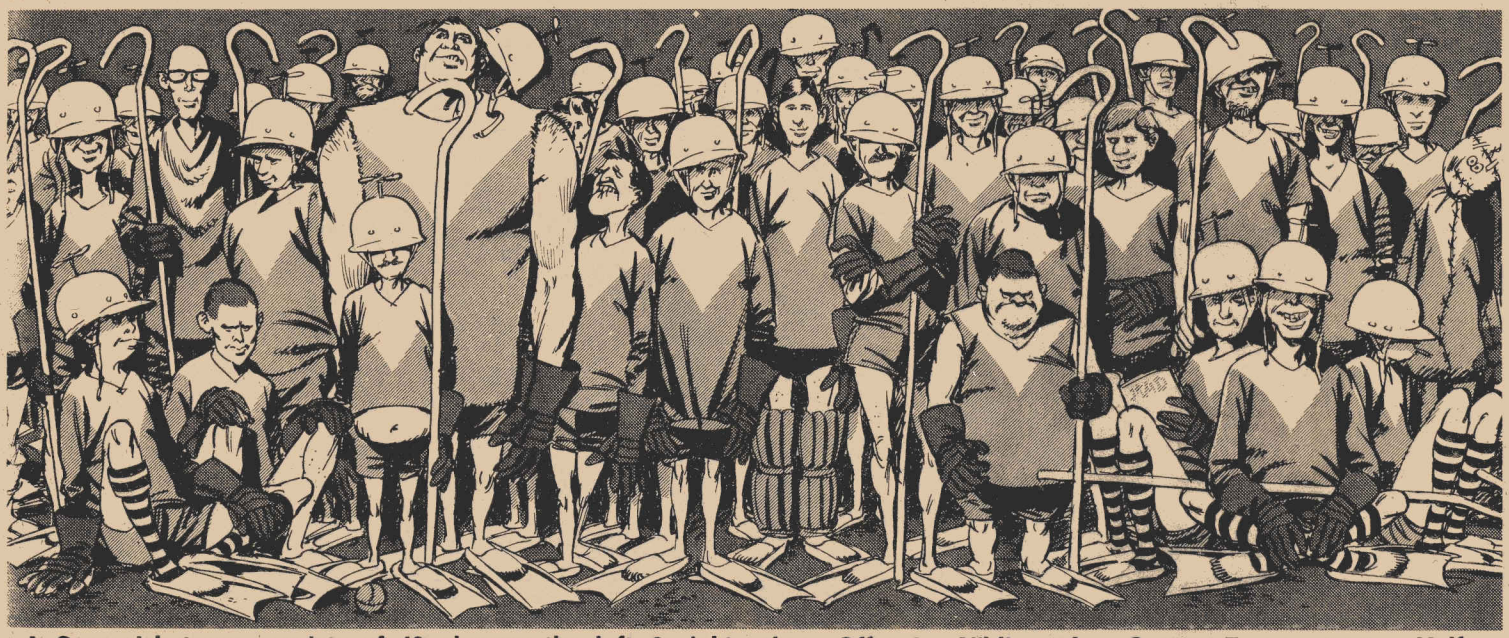
THERE'S A SOCCER BORN EVERY MINUTE DEPT.

For years, the nation's educators have been howling about the evils inherent in such big time college sports as football and basketball. They contend that there's too much professionalism, that not enough boys have a chance to participate, etc. But no one really lifted a finger to correct the situation until MAD's Athletic Council went to work—and he's come up with a brand new sport that promises to provide good, clean amateur fun for all. Here, then, are the rules for this great new national pastime of the future. Digest them carefully and be the last person in your neighborhood to play . . . as . . .

MAD MAGAZINE introduces 43-MAN SQUAMISH

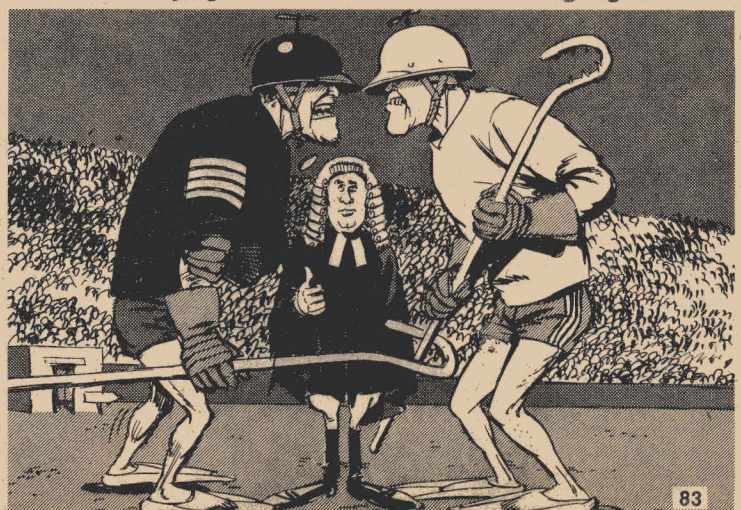
ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

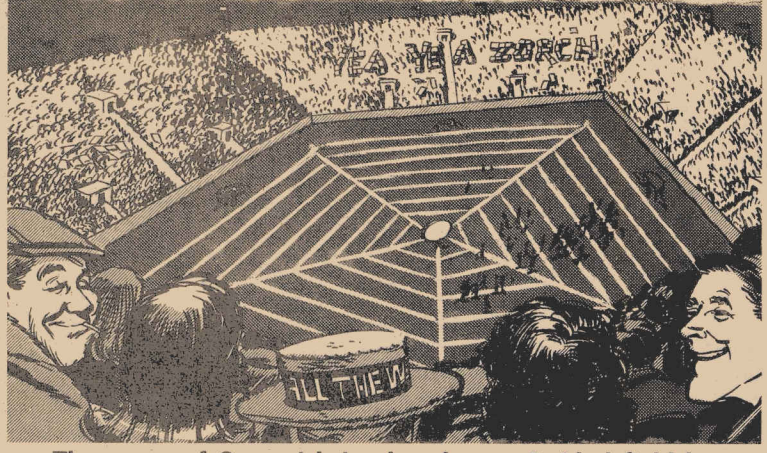


A Squamish team consists of 43 players: the left & right Inside Grouches, the left & right Outside Grouches, four Deep Brooders, four Shallow Brooders, five Wicket Men, three Offensive Niblings, four Quarter-Frummerts, two Half-Frummerts, one Full-Frummert, two Overblats, two Underblats, nine Back-Up Finks, two Leapers and a Dummy.

Each player is equipped with a long hooked stick known as a Frullip. The Frullip is used to halt opposing players attempting to cross your goal line with the Pritz (ball). The Official Pritz is 3¾ inches in diameter and is made of untreated Ibex hide stuffed with Blue Jay feathers.

Play begins with the Probate Judge flipping a new Spanish peseta. If the Visiting Captain calls the toss correctly, the game is immediately cancelled. If he fails to call it correctly, then the Home Team Captain is given his choice of either carrying the Pritz . . . or defending against it.



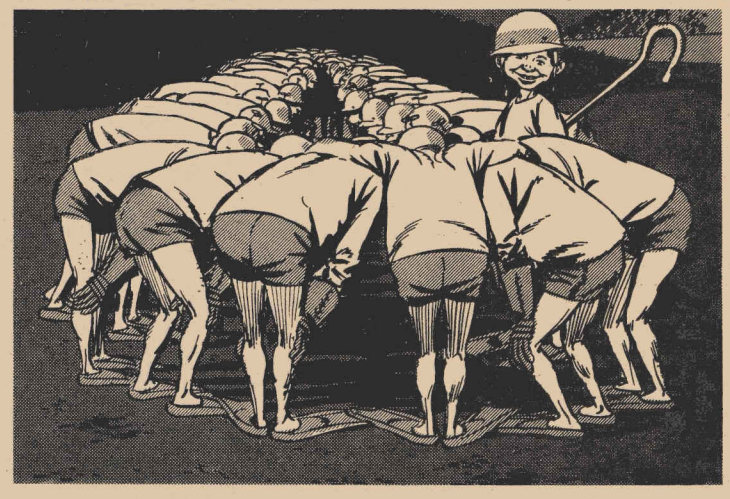


The game of Squamish is played on a 5-sided field known as a Flutney. The two teams line up at opposite sides of the Flutney and play seven Ogres of fifteen minutes each — unless it rains, in which case they play eight Ogres.

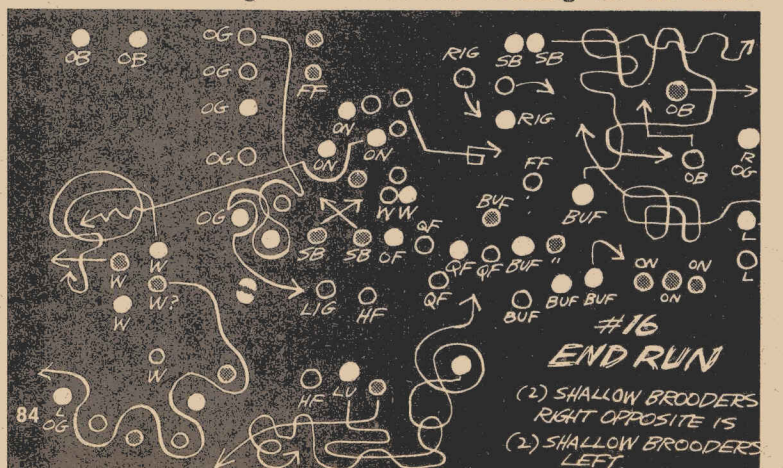
The defending right Outside Grouch signifies that he is ready to hurl the Pritz by shouting, "Mi Tio es infermo, pero la carretera es verde!"—a wise old Chilean proverb that means, "My Uncle is sick, but the highway is green!"

The offensive team, upon receiving the Pritz, has five Snivels in which to advance to the enemy goal. If they do it on the ground, it's a Woomik and counts 17 points. If they hit it across with their Frullips, it's a Durmish which only counts 11 points. Only the offensive Niblings and Overblats are allowed to score in the first 6 Ogres.

Special rules, applicable only during the seventh Ogre, turn the game into something very akin to Buck Euchre. During this final Ogre (and the eighth, if it rains), the four Quarter-Frummerts are permitted to either kick or throw the Pritz, and the nine Finks are allowed to heckle the opposition by doing imitations of Barry Goldwater.



A typical seventh Ogre play is shown below. Team "A"—trailing 516—209, is in possession of the Pritz with fourth Snivel and half the Flutney to go. Suddenly, the left Underblat, going for the big one, sends two Shallow Brooders and the Full-Frummert downfield. Obviously, he is going to try for a Woomik when the opposition expects a Durmish. A daring play of this type invariably brings the crowd rising to its feet and heading for the exits.

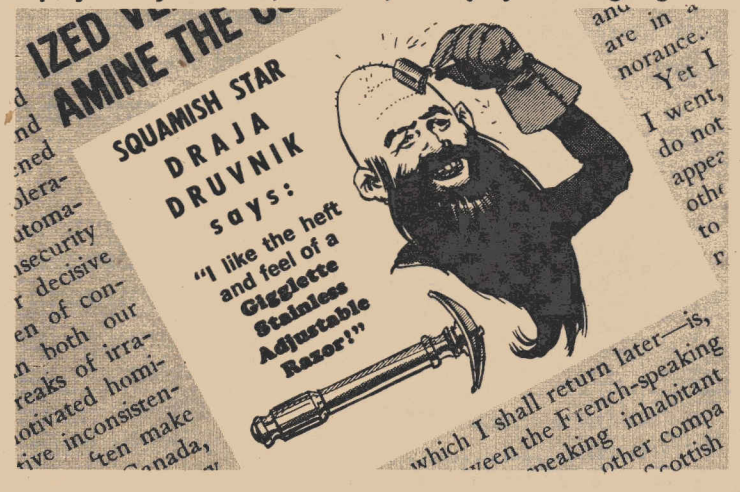


A variety of penalties keep play from getting out of hand. Walling the Pritz, Frullip-gouging, icing on fifth Snivel, running with the mob and raunching are all minor infractions subject to a ten-yard penalty. Major infractions (sending the Dummy home early, interfering with Wicket Men, rushing the season, bowing to the inevitable and inability to face facts) are punishable by loss of half the Flutney, except when the Yellow Caution Flag is out.

Squamish rules provide for 4 officials: a Probate Judge, a Field Representative, a Head Cockswain and a Baggage Smasher. None has any authority after play has begun. In the event of a disagreement between the officials, a final decision is left up to the spectator who left his car in the parking lot with the lights on and the motor running.

In the event of a tie score, the teams play a sudden-death overtime. The exception to this rule occurs when opposing Left Overblats are both out of the game on personal fouls. When such is the case, the two teams line up on opposite sides of the Flutney and settle the tie by shouting dirty limericks at each other until one team breaks up laughing.

Amateur Squamish players are strictly forbidden to accept subsidies, endorse products, make collect phone calls or eat garlic. Otherwise, they lose their amateur standing. A player may turn Pro, however, merely by throwing a game.



Schools with small enrollments which preclude participation in 43-Man Squamish may play a simplified version of the game: 2-Man Squamish. The rules are identical, except that in 2-Man Squamish, the object of the game is to lose.

The original charter calls for an annual meeting of the National Squamish Rules Committee. At its inaugural meeting, the committee approved a re-wording of Article XVI, Paragraph 77, Section J of the rules. This section, which formerly read: "The offensive left Underblat, in all even-numbered Ogres, must touch down his Frullip at the edge of the Flutney and signal to the Head Cockswain that he is ready for play to continue," has now been simplified to read: "The offensive left Underblat, in all even-numbered ogres, must touch down his Frullip at the edge of the Flutney and signal to either the Head Cockswain, or to any other official to whom the Head Cockswain may have delegated this authority in writing and in the presence of two witnesses, both of whom shall have been approved and found to be of high moral character by the Office of the Commissioner, that he is ready for play to continue."

Remember when the game was baseball? Well, now the game is business! And what better "player" to honor than George Swinebrenner, owner/dictator of the BIG APPLES, the unanimous choice as...

MAD'S BASEBALL OWNER OF THE YEAR

I know, you're wondering what a semi-legend like **Drone River** (plug-plug!) is doing in **Mad Magazine,** dressed like a **reporter!** Oh, come on! I belong in **Vogue! The Enquirer!** But not **Mad!** Well, Johnny Carson couldn't make it, and since I'm his **numero uno** replacement, I got stuck, right? So let's get on with this nonsense...

ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE

You **can't** fire Billy, boss— you **already did**— 3 or 4 times, I forget which...

Okay, Then **you're** fired! As of **now!**

But why? Because I can't remember how many times you fired Billy?

That's **ridiculous!** I would **never** fire anyone for **that!** I'm firing **you** because I haven't fired anyone **today!**

BIG APPLE

But you **did,** boss— the pitching coach!

Then you're **hired**— but don't let it happen again!

Remember **me?** I'm here to **interview** you, Mr. Swinebrenner...

BIG APPLES

I'm always happy to **cooperate** with the media— even though they're always looking to screw me! Like here— read **this...**

It's just a write-up of yesterday's **game!** You're not even **mentioned!**

SPORTS

That's just it! How can they write about my team without mentioning **me!** I **am** the team! You call that **honest reporting?**

Hmm, as long as we're on the subject of your **team,** why don't they win the **Pennant?**

It's the **umpires!** If they would only let me **fire** a few of those creeps when they make a call I disagree with, we could **win it!**

DING DING DING

But umpires are **impartial...**

Like hell they are—even the **video game umps** won't give me a break! He was **safe,** you idiot! **Open your @#$% &* eyes!**

OUT!

Another reason? My **manager**— whoever it is that week— doesn't listen to me! I don't interfere, but can't **I** make a **suggestion** now and then!

Sounds reasonable! Like?

The batting order, starting pitcher, pinch hitters, when to steal... the **little** things!

These are the ex-managers I'm paying **not** to manage...

Talk about expensive **hobbies**— collecting non-managing managers!

Actually, all this hiring and firing is caused by the **press!**

Come on, George, you mean **sports writers** pressure you into firing a manager?

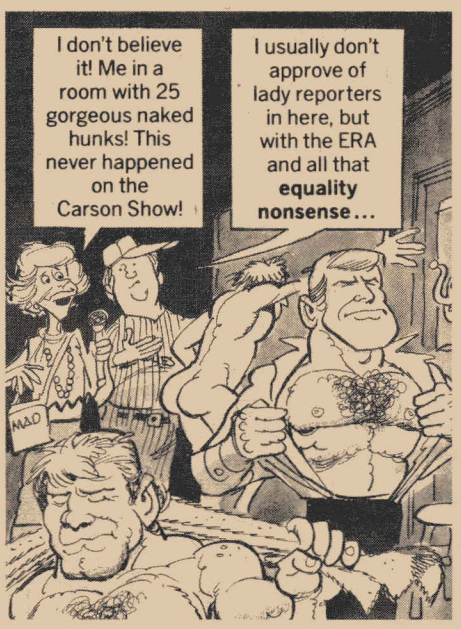
Absolutely! They always give **those** stories big **headlines,** and since I can't resist seeing my name up there, I have no choice...

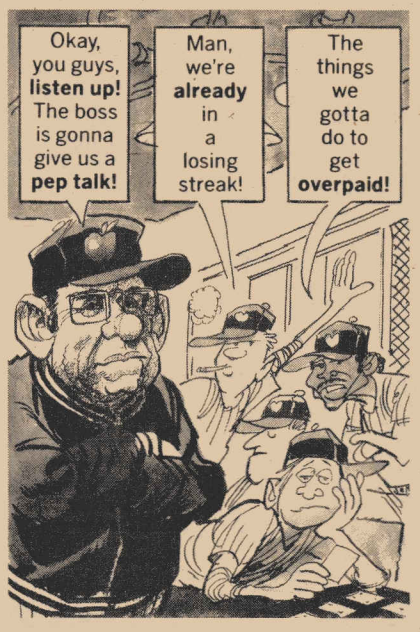
I get the picture! Tell me, when you fire a **secretary,** do you continue to pay **her** for not **secretarying?**

Only if it would get my name in the **papers!** Come on, I'll take you on the **grand tour** of my domain! First, the player's **locker room!**

LOCKER ROOM

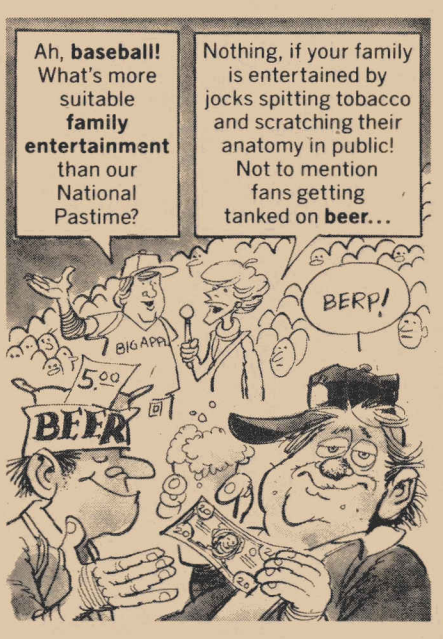
KEEP OUT!

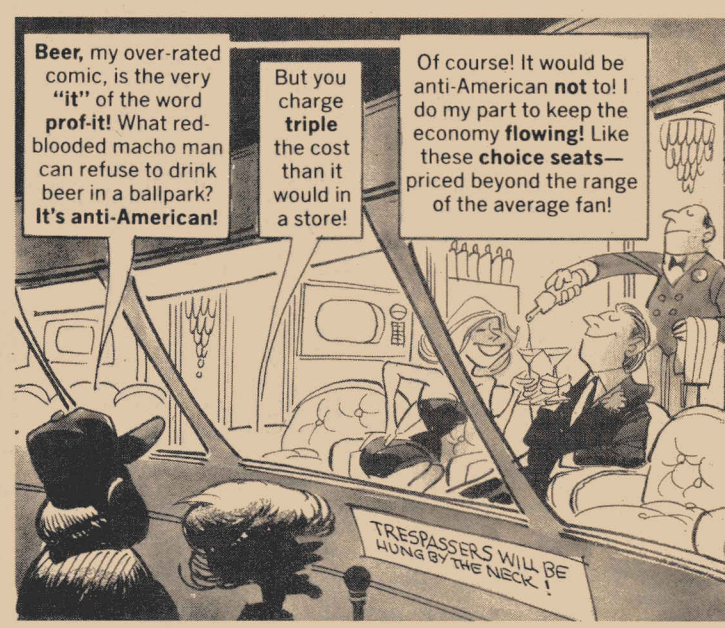

I don't believe it! Me in a room with 25 gorgeous naked hunks! This never happened on the Carson Show!
I usually don't approve of lady reporters in here, but with the ERA and all that **equality nonsense...**

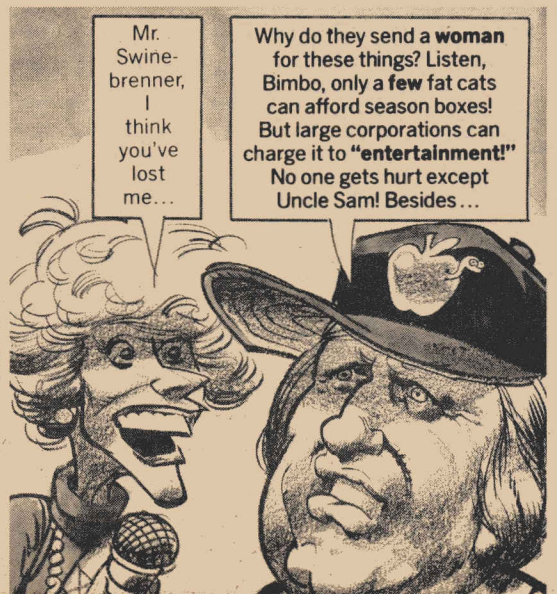

Okay, you guys, **listen up!** The boss is gonna give us a **pep talk!**
Man, we're **already** in a losing streak!
The things we gotta do to get **overpaid!**

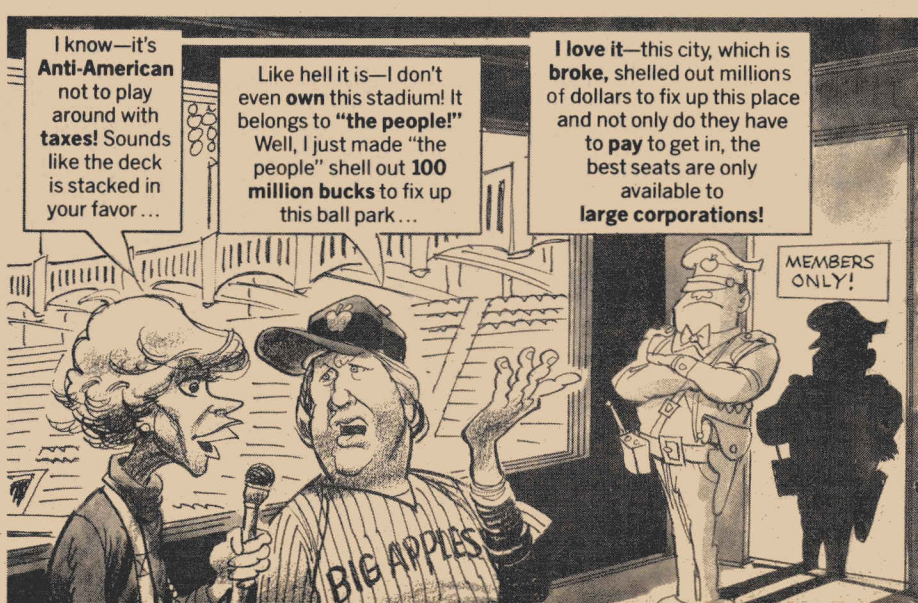
IBM up 4, RCA up 9, GM up 5, gold up $12 an ounce, wheat futures up 7, pork bellies...
Way to go!
All right!
Let's get out there and clobber 'em!
WALL STREET JOURNAL

Wow! You really got those guys **up!**
It's easy when you talk **their language!** They're into **megabucks** more than I am!


Ah, **baseball!** What's more suitable **family entertainment** than our National Pastime?
Nothing, if your family is entertained by jocks spitting tobacco and scratching their anatomy in public! Not to mention fans getting tanked on **beer...**
BERP!
BIG APPL
5.00
BEER

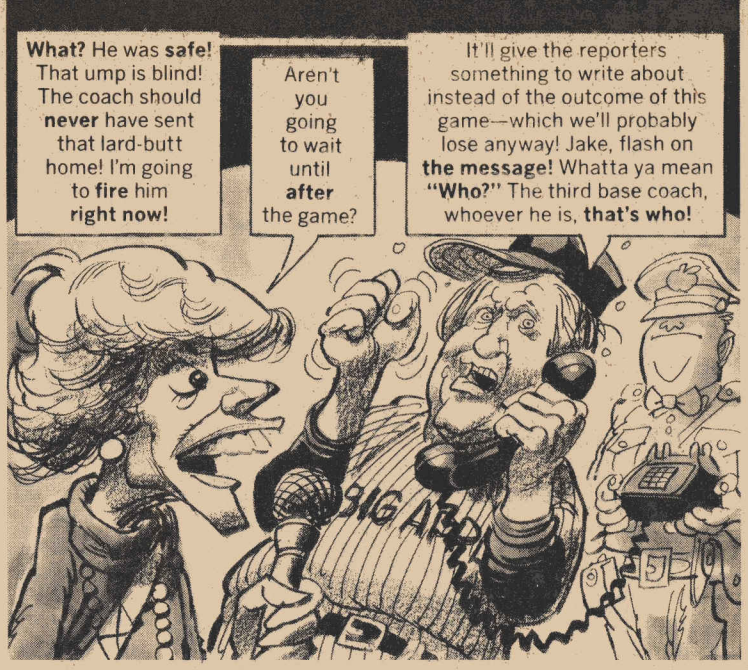

Beer, my over-rated comic, is the very **"it"** of the word **prof-it!** What red-blooded macho man can refuse to drink beer in a ballpark? **It's anti-American!**
But you charge **triple** the cost than it would in a store!
Of course! It would be anti-American **not** to! I do my part to keep the economy **flowing!** Like these **choice seats**—priced beyond the range of the average fan!
TRESPASSERS WILL BE HUNG BY THE NECK!


Mr. Swine-brenner, I think you've lost me...
Why do they send a **woman** for these things? Listen, Bimbo, only a **few** fat cats can afford season boxes! But large corporations can charge it to **"entertainment!"** No one gets hurt except Uncle Sam! Besides...

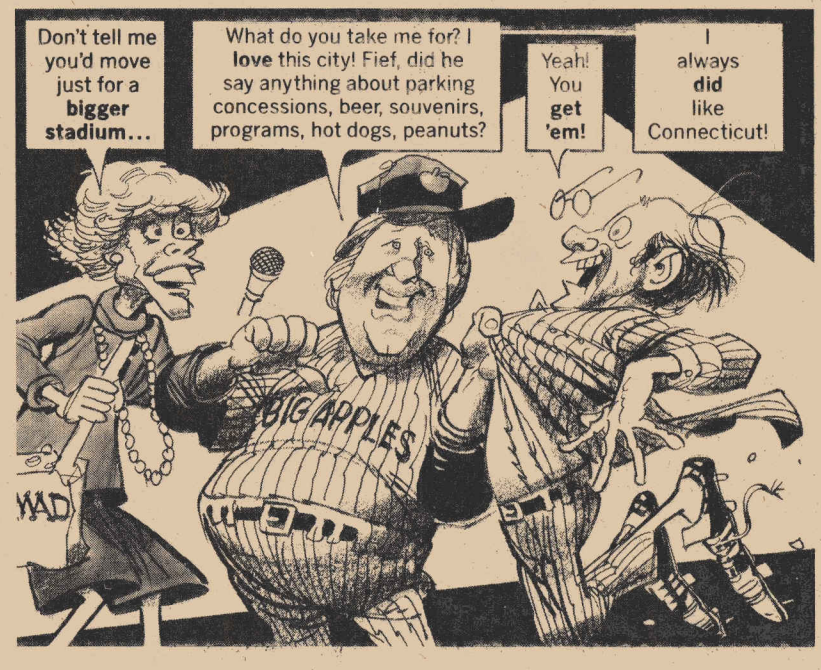

I know—it's **Anti-American** not to play around with **taxes!** Sounds like the deck is stacked in your favor...
Like hell it is—I don't even **own** this stadium! It belongs to **"the people!"** Well, I just made "the people" shell out **100 million bucks** to fix up this ball park...
I love it—this city, which is **broke,** shelled out millions of dollars to fix up this place and not only do they have to **pay** to get in, the best seats are only available to **large corporations!**
MEMBERS ONLY!
BIG APPLES

Does the **city** share in your profits?
Your **act** should be so funny!

Look—all this talk made me **forget the game!** A **long fly!** We should **score!** Send him **home,** you idiot...
YER OUT!


What? He was **safe!** That ump is blind! The coach should **never** have sent that lard-butt home! I'm going to **fire** him **right now!**
Aren't you going to wait until **after** the game?
It'll give the reporters something to write about instead of the outcome of this game—which we'll probably lose anyway! Jake, flash on **the message!** Whatta ya mean **"Who?"** The third base coach, whoever he is, **that's who!**

THE THIRD BASE COACH IS NOW FIRED
Hey, boss, the Governor of Connecticut called! He's willing to build you a stadium that seats 95,000 if you **move** the franchise!


Don't tell me you'd move just for a **bigger stadium...**
What do you take me for? I **love** this city! Fief, did he say anything about parking concessions, beer, souvenirs, programs, hot dogs, peanuts?
Yeah! You **get 'em!**
I always **did** like Connecticut!
BIG APPLES

What about your loyal, dedicated Big Apple fans?
If they're so **loyal** and **dedicated,** they won't mind **driving** a few miles! I **think** it's a few miles... where **is** Connecticut, anyway?

Shall I call a **press conference,** boss?
Of course not! We gotta **milk** this a few weeks! Spread some rumors, let it leak out to the press, deny it, rehire Billy...

This is where I came in! Drone River **signing off** for **Mad Magazine!**

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the third in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

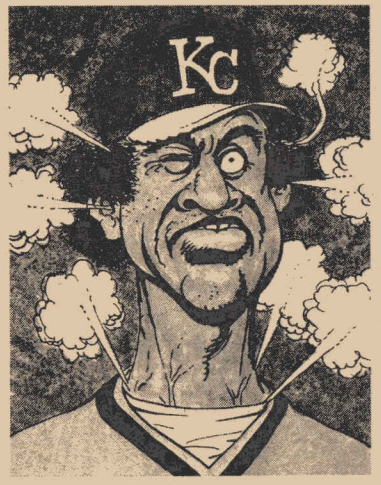
MAD'S APTITUDE TEST NUMBER THREE

WILL YOU MAKE A GOOD ATHLETE?

1. Fill in the blank in this sentence: As a pro athlete, you should never become so successful that you forget the who made it all possible.
   A. agent
   B. tax accountant
   C. investment advisor
   D. All of the above.

2. As a pro, you are swell-headed, alienate your teammates and are the center of controversy. What does this kind of behavior get you?
   A. More newspaper coverage than you ever dreamed of.
   B. An automatic interview on nationwide TV by Howard Cosell.
   C. Praise from the team owner, who knows that controversy improves the gate.
   D. All of the above.

3.



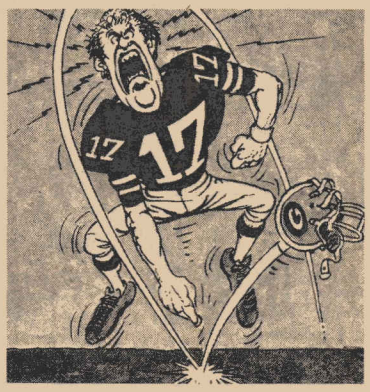
You can tell by the expression on this baseball player's face that:
   A. He's just been turned down for a Miller Beer commercial.
   B. He's just been traded to the Blue Jays.
   C. His wife just learned how he spends his nights on the road.
   D. Any of the above.

4. To quote a famous coach, "Winning isn't everything, it's "
   A. the extra $20,000 you get for post-season play.
   B. how you renegotiate your contract.
   C. your name on a candy bar.
   D. All of the above.

5. At contract time, the relationship between a pro athlete and his club's front office can be compared to:
   A. Israel and the Arabs.
   B. Luke Skywalker and the Empire.
   C. Boss Hogg and the Duke Boys.
   D. Any of the above.

6. The expression "playing hurt" means:
   A. It's a big game and the exposure you'll get will more than compensate for the pain.
   B. You healed weeks ago, but you're still faking your injury so the coach will praise you in the press for having guts.
   C. The team doctor has you on so many pain-killers and uppers that you're oblivious to your pain, your injuries, everything.
   D. Any of the above.

7.



This tight end is screaming that the referee made a bad call. Why?
   A. He wants to prove to his agent that he *can* act well enough to get a movie role.
   B. He's on nationwide TV.
   C. The stock he invested in just plummeted and he's got to scream at someone.
   D. Any of the above.

8.

To quote another famous coach, "It isn't that you won or lost, but "
   A. how many times your photo gets in Sports Illustrated.
   B. what you pull down as a free agent.
   C. how you do with your tax shelters.
   D. All of the above.

9. You're a baseball player and you end the season hitting over .300. This means that:
   A. Whatever you're making, you're underpaid.
   B. Whatever raise the owner offers, it's not enough.
   C. Whatever you settle on, the publicity will be tremendous.
   D. All of the above.

10. There is a special quality among pro athletes called "hustle." What does "hustle" mean to you?
   A. Pushing for annual cost-of-living increases in your contract.
   B. Making friends with a rich fan who's a Wall Street insider and can give you tips.
   C. Getting out to the stadium early so you can be picked for a pre-game TV interview.
   D. All of the above.

SCORING

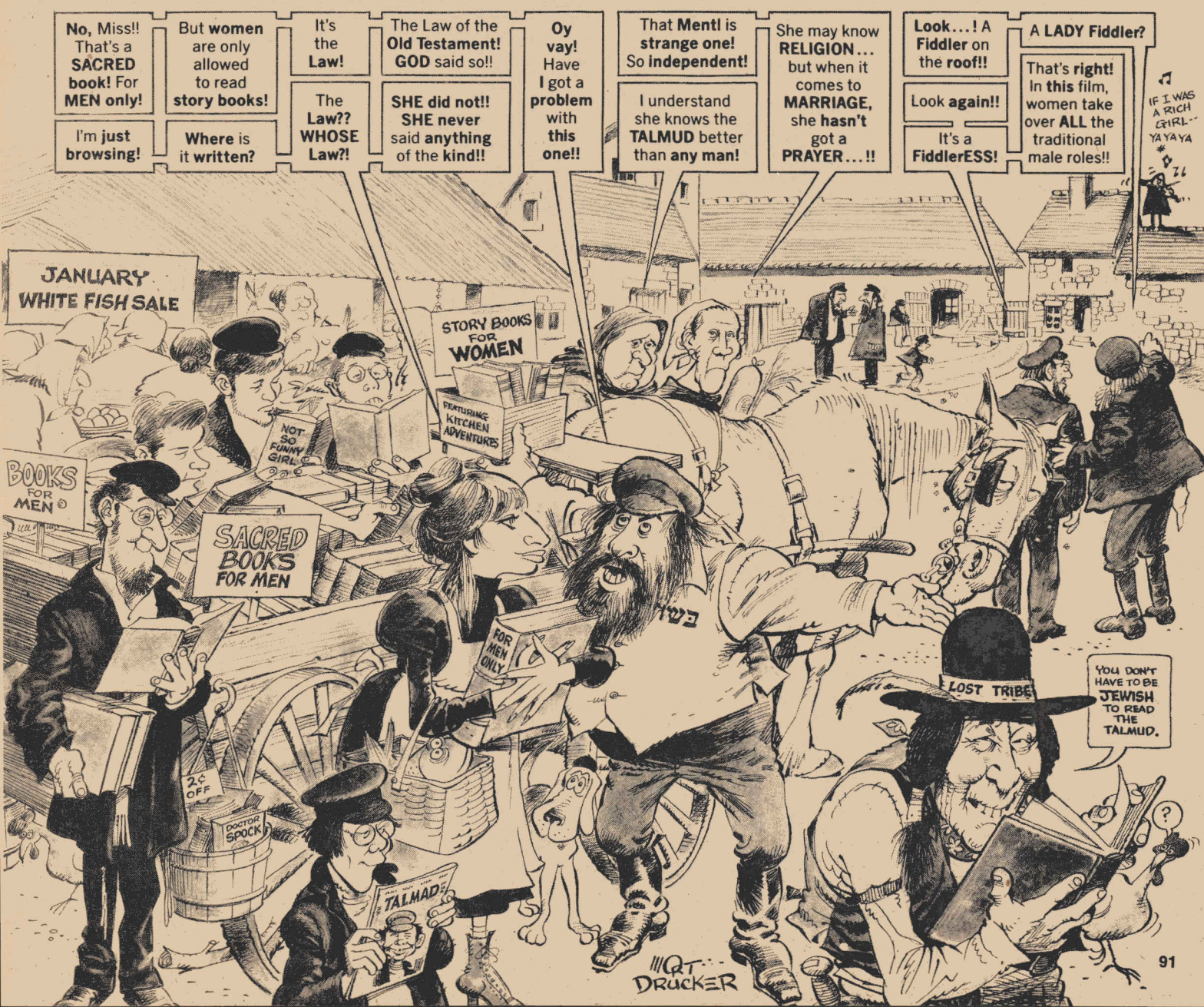
If you answered "D" to all the questions, you have the ability to make a good Pro Athlete.

FUNNY BOY DEPT.

Once upon a time, there lived a nice Jewish girl from Brooklyn who could sing really terrific. One day, she read a story about another nice Jewish girl from Eastern Europe who dressed up like a man to study the Talmud. And the nice Jewish girl from Brooklyn immediately decided that this story would make a fantastic movie which she could produce, direct, write, sing and star in. What she ended up with was "Tootsie On The Roof." Because any girl who thinks she can be "convincing" as a man just by cutting her hair short and strapping her breasts to her chest has got to be a bit—

MENTL

ARTIST: MORT DRUCKER WRITER: ARNIE KOGEN



What **IS it,** Mentl?

Uh... **why** is it **smoking??**

It's your **dinner,** Papa...!

It's straight from the **deep-fat fryer...!**

You **DEEP-FRIED** the **COTTAGE CHEESE?**

Don't be angry with me, Papa!

I love you...! **I WORSHIP** you!

Ah—hah! so **THAT** explains why you place **"BURNT OFFERINGS"** before me at every meal!

A BOOK IS NEVER INTERRUPTED BY THE COMMERCIALS

Papa... please get well! Papa... you're so swell! So stop your coughing spell, Papa...

Mentl, it's **forbidden** to **pray!**

I'm **NOT praying,** I'm **SINGING!** So **rest,** Papa! You **need** your **sleep!**

With all that **drama,** and **emotion,** and **Dolby sound...** who can **sleep?!?**

You're an **exceptional girl,** Mentl! You know the **Talmud** better than **any man alive!**

Not better than **YOU,** Papa!

I said... **any man... ALIVE...!** *cough... gasp...*

Who will say the **prayer** for the **dead...?**

I will...!

Only a **MAN** can say a prayer...!

If you can **wait** a panel or two, I'll have **THAT** solved, **TOO!**

GRAVE MATTER

THERE!...! Now, I'm ready for the **biggest challenge** of my **life:** trying to **fool** all of **Eastern Europe** with the **SILLIEST DISGUISE in history!**

There she **goes**... one small step for **Women's Liberation**... one giant leap for **Anti-Semitism!!**

How come, Pessella...?

Right now, the **Cossacks hate** the **Jews JUST** for being **JEWS!** Just **wait** till they find out we're **into KINKINESS**... like **TRANSVESTISM!!!**

So **where** are you **headed,** stranger??

That's nice! Well... **good luck,** young lady!

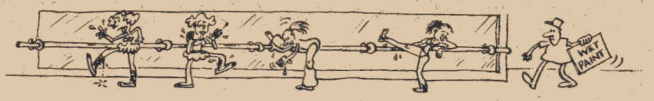
I'm **Chaim**... the **BLIND MAN...!!**

To the **nearest Yeshiva**... to study **wisdom** with the **other** Yeshiva boys!

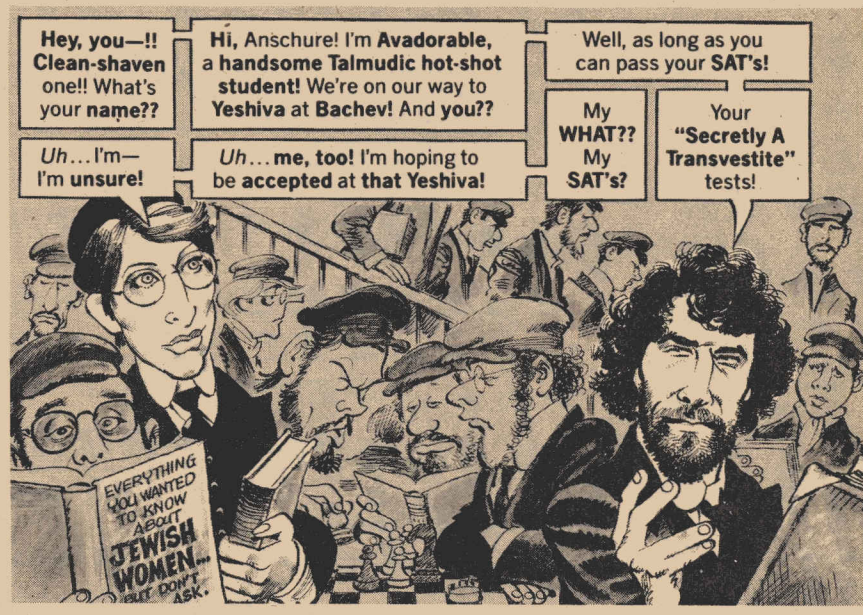
YOUNG LADY?!? You **saw** through my **disguise?!?** Gee... you're a **very shrewd** and **observant man!** Who **ARE** you...?

Hoo-boy! With my **high voice**—and **Brooklyn accent**—I guess I'm in **BIG TROUBLE!!**

JEWISH VICTOR-VICTORIA

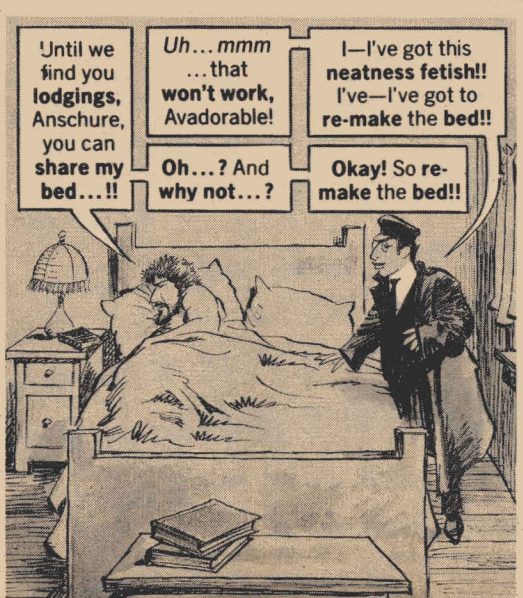

WET PAINT

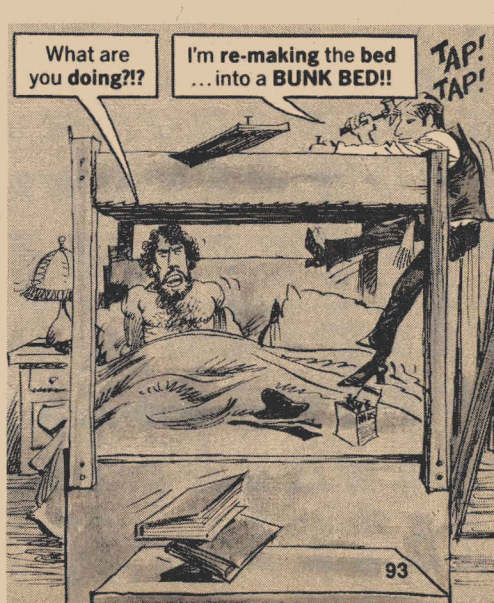
She looks like a MAN like I look like the Queen of the Gypsies!!
So...?! How can she hope to get away with it...?!
She HAS to...!! It is WRITTEN!!
In the Talmud!?
In the SCRIPT!
PLO
IF THAT'S A BUOY, I'M A GULL.


Hey, you—!! Clean-shaven one!! What's your name??
Hi, Anschure! I'm Avadorable, a handsome Talmudic hot-shot student! We're on our way to Yeshiva at Bachev! And you??
Well, as long as you can pass your SAT's!
Uh... I'm— I'm unsure!
Uh... me, too! I'm hoping to be accepted at that Yeshiva!
My WHAT?? My SAT's?
Your "Secretly A Transvestite" tests!
EVERYTHING YOU WANTED TO KNOW ABOUT JEWISH WOMEN... BUT DON'T ASK.

They don't take ANYONE! You've got to be able to quote, argue and debate the wisdom of the wisest Rabbis in Europe! Listen—
It was Rabbi Ben Penska, of Minsk, who said "A men with farfel all over his face is not likely to find gainful employment!"
But it was Rabbi Mensch, of Pinsk, who said, "Just because a goat wears a beard does not necessarily mean that he is wise!"
True! But it was Rabbi Scharfman, of Krakow, who argued, "If you pull a man's leg, he will laugh! But if you set fire to his hair, he will smell terrible!"
Granted! But it was Rabbi Veldt, of Upper Chelm, who observed, "One seventh of our entire lives are lived on Tuesdays!"
However, it was Rabbi Gunty, of Lublin, who claimed, "If you hail a cab before one has been invented, you should be hit hard across the nose with a breadstick!"

Well... what do you think, Anschure?
I'm wondering if it's too late to join a Monastery and become a Monk!


Until we find you lodgings, Anschure, you can share my bed...!!
Uh... mmm ...that won't work, Avadorable!
I—I've got this neatness fetish!! I've—I've got to re-make the bed!!
Oh...? And why not...?
Okay! So re-make the bed!!


What are you doing?!?
I'm re-making the bed ...into a BUNK BED!!
TAP! TAP!

That's **Hadassa,** my **Fiancee!** She'll make the **perfect Jewish wife!** She's **rich** and **beautiful**— and she **waits** on me **hand** and **foot!**

But she's **so quiet!** She hasn't said **one word** all during **dinner!!**

Thank God, with **her wealth,** she **doesn't have to!**

Eat... EAT everybody! Finish **every drop!** There are **children** in **America** who are **starving!**

Put away the **books,** Anschure! Now it's time to **relax** and **frolic!!**

You relax and frolic! **I'll** just sit here and **tense up!**

Aren't you **coming in...?**

No! I'm **not sure** what the **Talmud** says about **"skinny dipping"!!**

Must you **always** talk **Talmud?!?** Can't you ever have any **FUN!?**

As the **Director** of this **movie,** I've **RE-SHOT** this scene **ten times** already **You** don't think I'm having **fun?**

I STILL ♥ YOU... MICKEY ARNSTEIN

POND HEIGHTS

What is this feeling? My heart is reeling! My thoughts were sacred Till I saw him... Stark naked!

Should I be mingling? Why am I tingling? Oy, what a plight To be a Talmudic... # Transvestite!!

IS ISAAC A SINGER?

I've got **bad** news and **good** news! The **bad** news is: **Hadassa** has broken off her **engagement** to me! The **good** news is: I've decided to let **YOU,** my **best friend,** marry her in my place!

And **I'VE** got **good** news and **bad** news! The **good** news is: **Yes,** I'll **marry** Hadassa for fear of **losing** you! The **bad** news is: By **doing** so, I'll be **breaking** the **ELEVENTH COMMANDMENT!**

But, there are only **TEN Commandments!!**

You mean you never heard of **"Thou Shalt Not Dream Up An Unbelievable Movie Plot!"...??**

Avadorable, I'm **really worried** about Hadassa!

Why? What **about** her?

I hear she's marrying me for my **looks!!**

You're acting so **strange,** Anschure!

AM I...?

What would **YOU** call asking **ME** to carry **YOU** over the **threshold...?**

Did **I** do **that?** I guess I'm a little **nervous!!**

Well... try to **relax,** Anschure! Remember... I'm your **Bride,** now! You can **do** with me what you **will!**

WINE TASTING

STOP

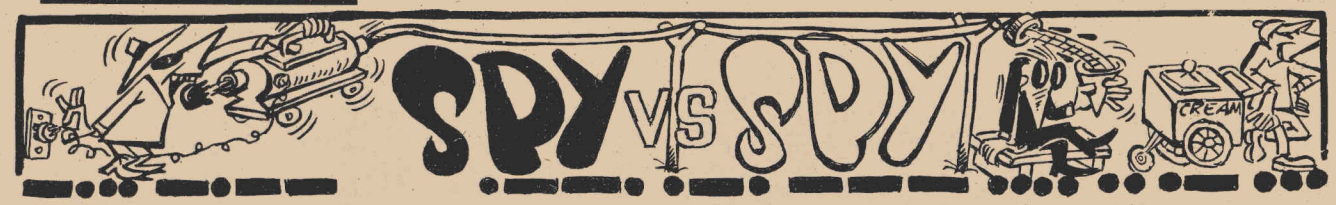
THERE! How was that for you? Did the Earth move??
But... all we did was read the Talmud!
Right! And you're the first girl I've ever done that with! And something else!! We finished TOGETHER!
I'd like a cigarette!
A cigarette...?! A Jewish girl in 1904 smoking a cigarette?!
It's my HONEYMOON!! I'd sure like to do SOMETHING exciting!!

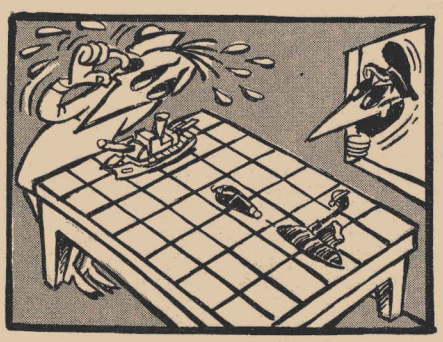
So...? How's it going with the Newly-weds?
Well, Avadorable... I certainly do not possess the exciting PHYSICAL magnetism that you have, but I've awakened other ...more RELIGIOUS... interests in Hadassa!!
I would like to say a PRAYER for the DEAD!!
Huh? Who died?
Our SEX LIFE!

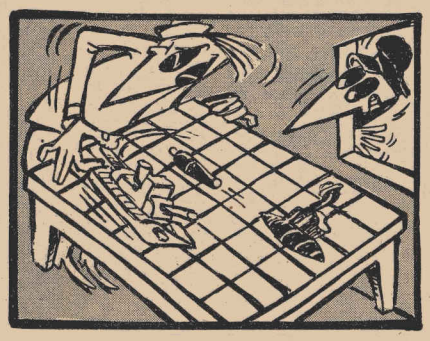
So...now you know my secret! My name is NOT Anschure! It's MENTL! And I'm not a man... I'm a WOMAN!
And all along, I thought you were a SOFT BOY!!
You're gawking! Have you never seen a naked woman before?!
Not quite like THIS ...from only the SHOULDERS... UP!!
Well, as the Producer, I want this to be a PG movie!!
But ME you filmed in the BUFF! Boy, talk about SEXISM!
♪ MAMMARIES... LIGHT THE CORNERS OF YOUR MIND ♪

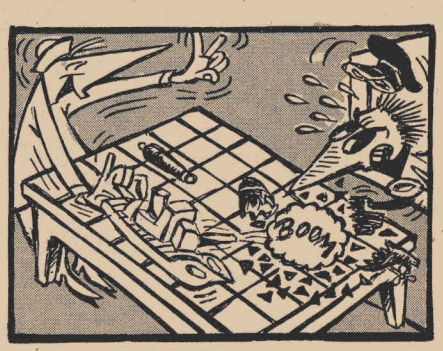
You'll be happy with Hadassa! She'll cook and clean for you! I could never do that!
What about you, Mentl?
I'll be going to a new place where I've heard things are quite different... where someone like me will fit in with no problems!
HOTEL

I think it was Rabbi Ruman Kapotey, of Schmeckle, who said, "Everybody's gotta be SOMEPLACE!!"
WELCOME TO SAN FRANSISC
GAY EARTHQUAKE RELIEF FUND
TALMUDIC TEMPLE FOR TRANSIENT TRANSVESTITES
LESBIAN IMMIGRATION OFFICE
WE SHOULD HAVE HAD A NOMINATION
EVEN A PIG HAS RIGHTS
OUR LADY OF A THOUSAND SEX CHANGES
PIER PRESSURE
THE END


SPY vs SPY
FOOD
CREAM



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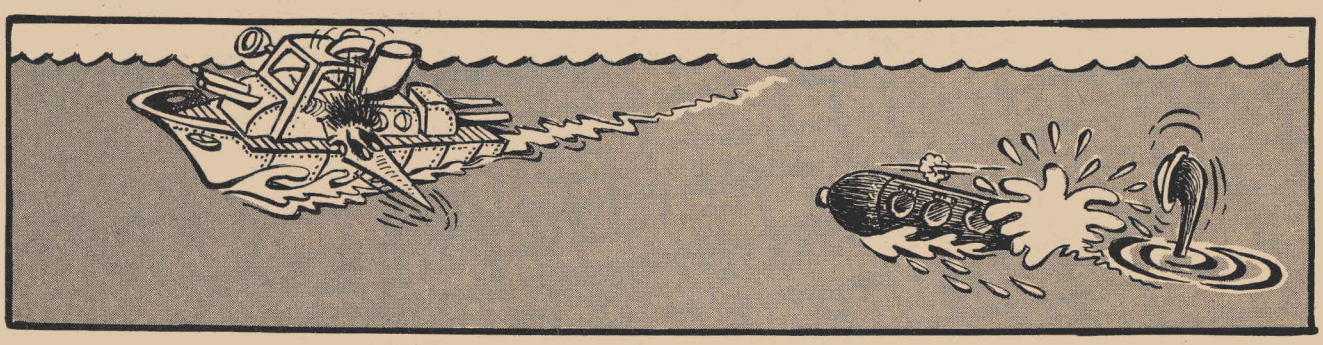

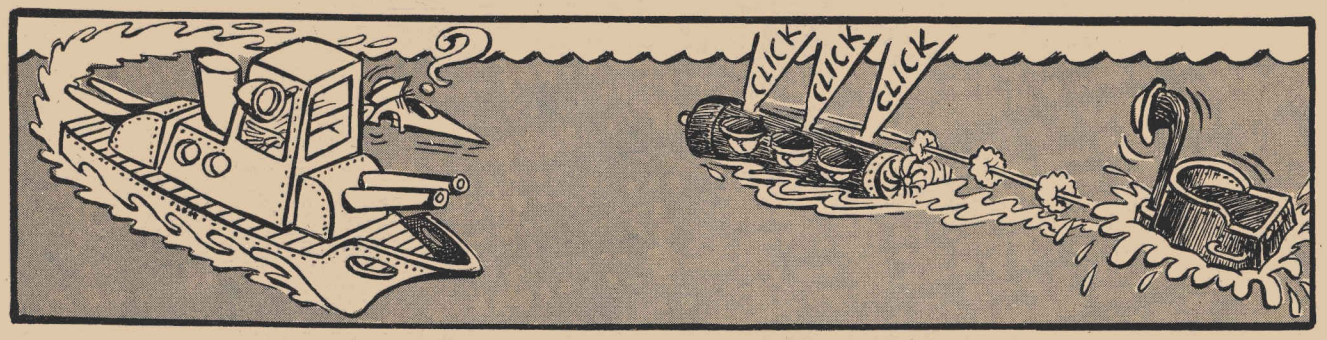
CLICK
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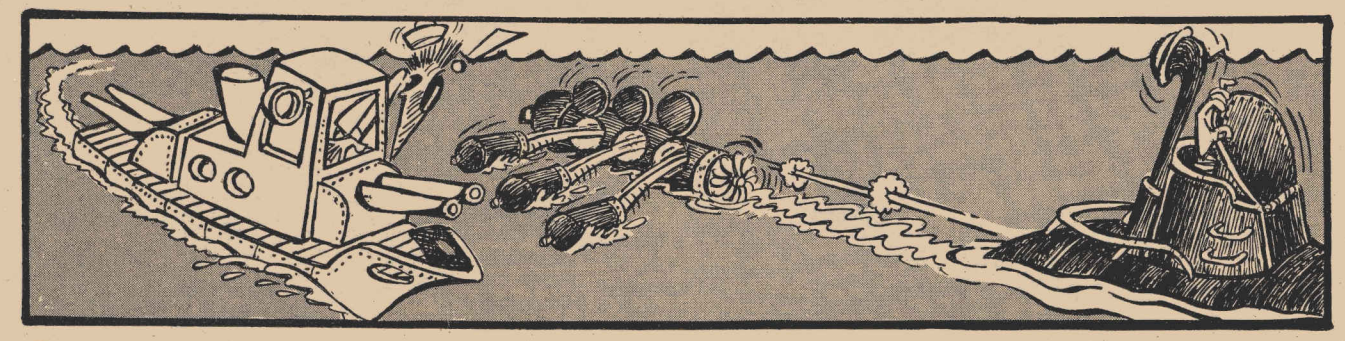

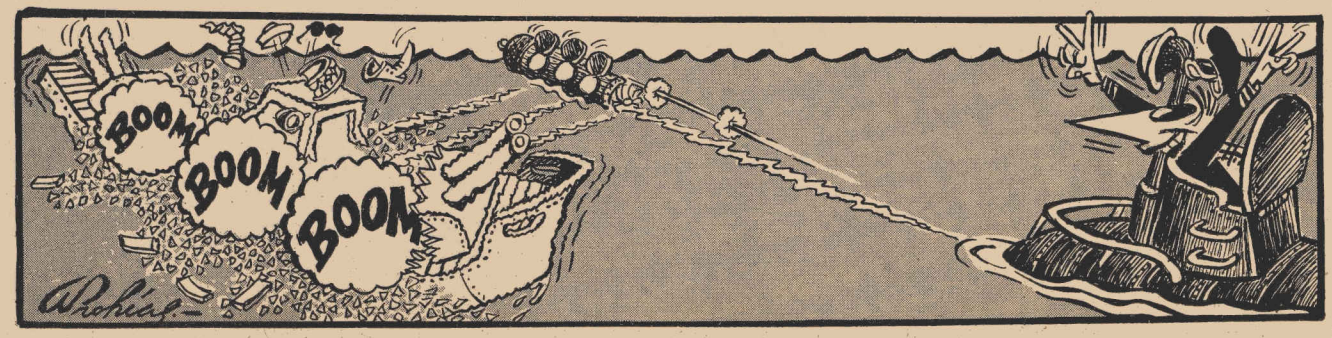
BOOM
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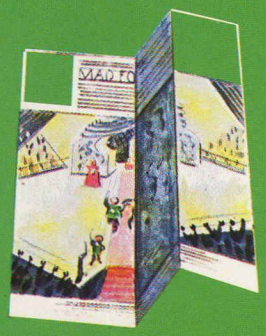
WHERE ARE PUBLIC EXECUTIONS SOMETIMES PERFORMED TO ENTERTAIN AN AUDIENCE?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Every society has, at one time or another, held public executions to entertain, frighten or impress its people. To find out where this despicable practice still occurs today, just fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

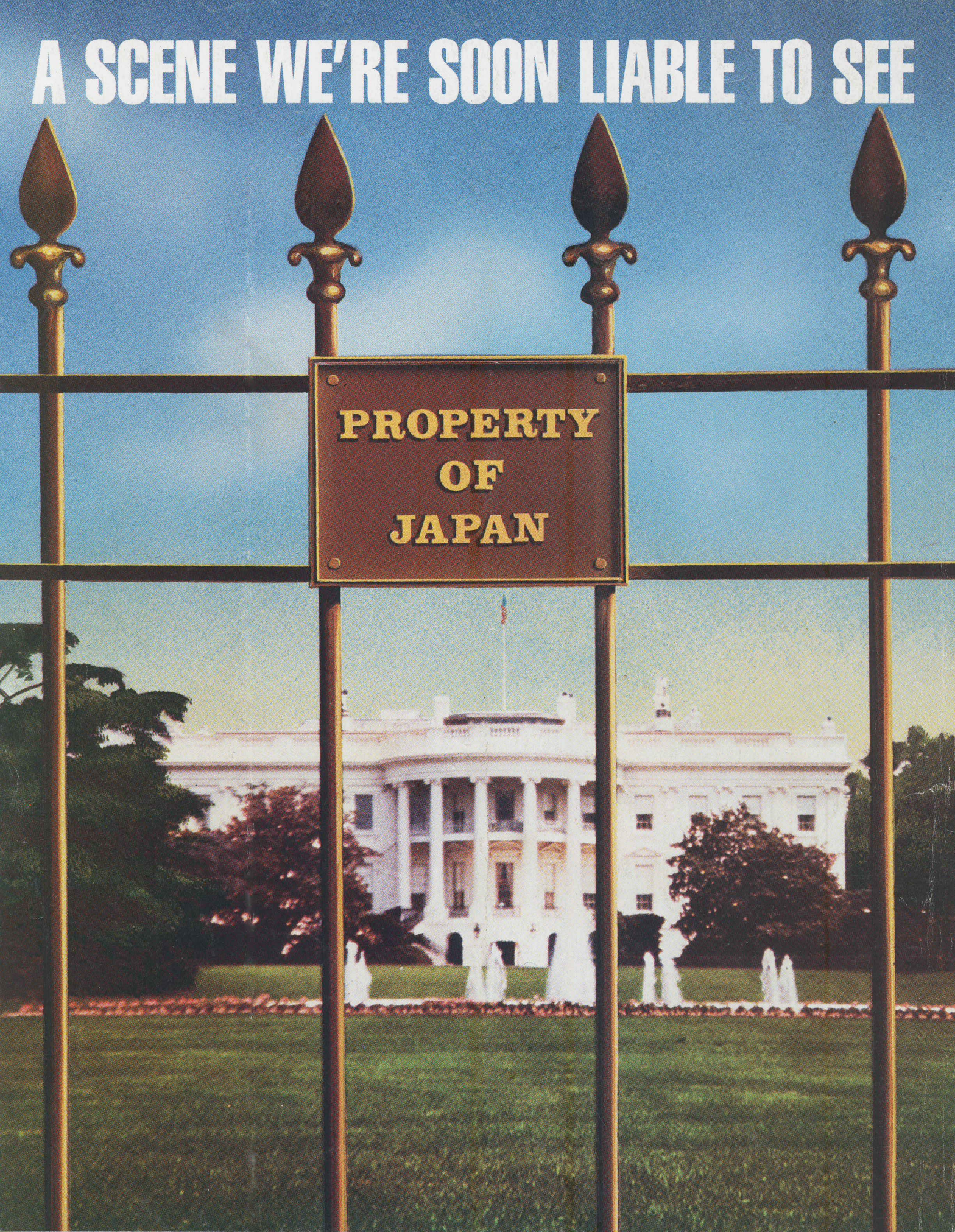
A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

IN BLOODTHIRSTY SOCIETIES, EXECUTIONS OFTEN BOOST PUBLIC MORAL. PEOPLE EVEN FIND IT RELAXING IF THEY HAVE A CLOSE-UP VIEW OF THE SUFFERINGS.

A▸ ◂B

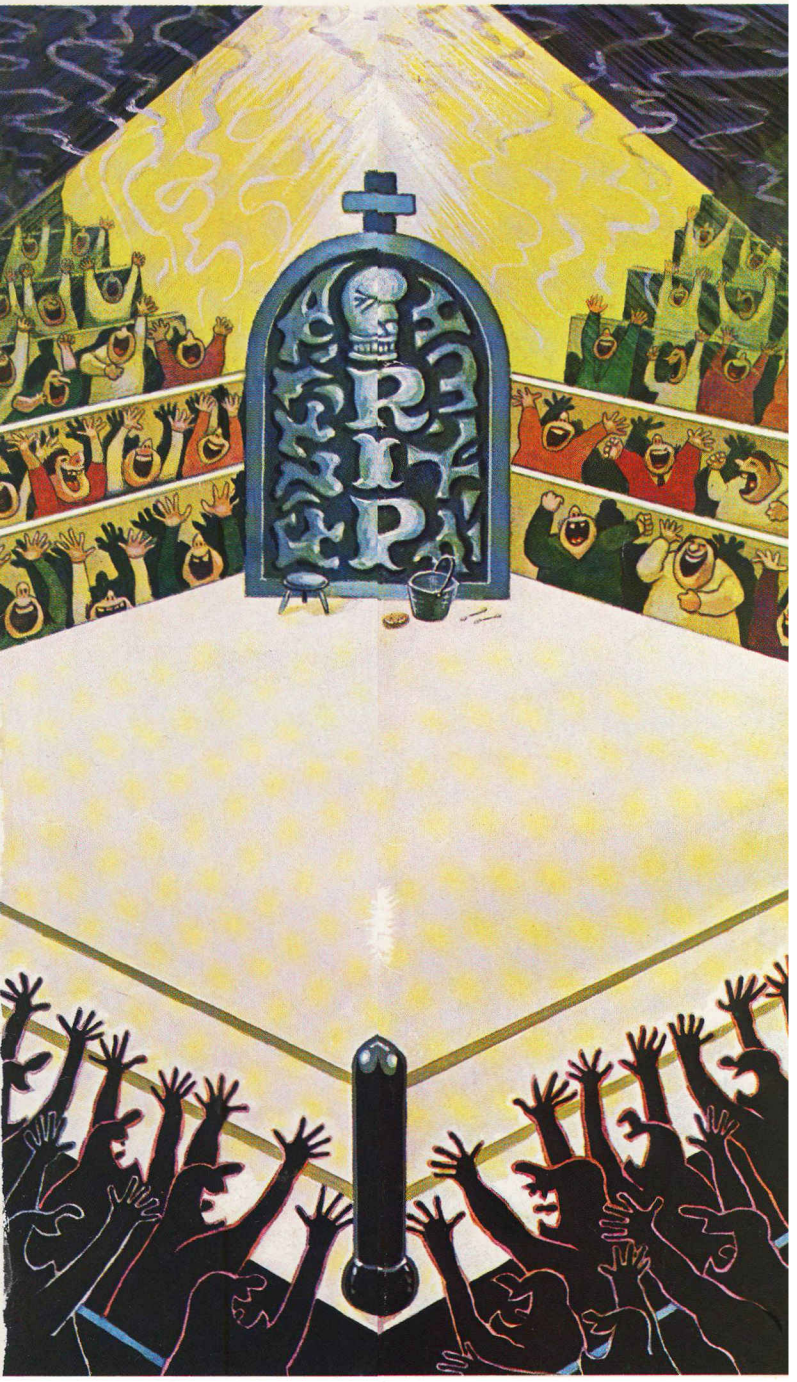
A SCENE WE'RE SOON LIABLE TO SEE



WHERE ARE PUBLIC EXECUTIONS SOMETIMES PERFORMED TO ENTERTAIN AN AUDIENCE?

FOLD PAGE OVER LIKE THIS!

A⇸B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

IN
BOXING
RINGS.

A⇸B